

Nevada's Blueprint for Communities Free of Sexual Violence

2012-2016 Strategic Plan for Primary Prevention of Sexual Violence in Nevada

PREPARED THROUGH THE

STATE OF NEVADA



SEXUAL ASSAULT PREVENTION PLAN
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August 16, 2012

Dear Colleagues and Fellow Nevadans,

Sexual violence can be prevented. *The 2012-2016 Strategic Plan for Primary Prevention of Sexual Violence in Nevada* is the framework for action. It reflects the thoughts and experiences of people who work to prevent sexual violence, who serve victims/survivors or work with perpetrators. It is a shared vision of how Nevada can prevent sexual violence from occurring.

The plan is for all of Nevada. The Nevada Department of Health and Human Services has a role, as do many others in our state. Sexual violence is a major health problem within our state, our nation, and our world. The number of lives affected is staggering. In 2009, Nevada had a reported incidence of rape eight percent higher than the national average. Statistical reports do not convey the full impact of sexual violence since they do not take into account the effect on the victim's families or others in their community, or the large number of unreported cases.

Many people and organizations in Nevada work in secondary or tertiary prevention by assisting victims in their recovery and working with perpetrators to stop their offending behaviors. We support these efforts. However, we also put much energy, knowledge and expertise into stopping sexual violence before it happens; this is primary prevention. We need to reduce the risk factors that are associated with sexual violence, and strengthen the protective factors that reduce the likelihood of sexual violence.

Our goal is to create a culture where sexual violence is unthinkable. Where engaged Nevadans build communities where people live free of sexual violence.

Thank you to all of you who work tirelessly on this issue to identify effective ways to prevent sexual violence. Only by working together can we make the changes necessary to create a society free of violence. Nevada has a long record of vision, hard work, and compassionate people coming together to make change happen. Read this document as a call to action to help stop sexual violence in Nevada.

Sincerely,

A handwritten signature in black ink, appearing to read "Catherine Cortez Masto".

CATHERINE CORTEZ MASTO
Attorney General

Sexual Assault Prevention Planning Committee Members

The following individuals committed their time, expertise and passion for achieving a shared vision to the creation of this strategic plan.

Name	Title	Organization
Hannah Brook	Executive Director	Rape Crisis Center
Alma Castro	Administrative Director	Nevada Coalition Against Sexual Assault
Ben Felix	Sexual Assault Services Coordinator, and President	Crisis Call Center Nevada Coalition Against Sexual Assault
Christina Hernandez	Outreach & Awareness Coordinator	University Nevada Las Vegas ~ Jean Nidetch Women's Center
Kathy Jacobs	Executive Director	Crisis Call Center
Kasey LaFoon	Rape Prevention and Education Admin Assistant	Crisis Call Center
Kari Ramos	Outreach Director	Nevada Coalition Against Sexual Assault
Andrea Rivers	Rape Prevention Education Coordinator	Department of Health and Human Services, Bureau of Child, Family and Community Wellness
Andrea Sundberg	Community advocate	
Beverly Zimmerman	Director of Client Services and Education	Rape Crisis Center

Executive Summary

The Rape Prevention Education Program is sponsored by the Nevada Department of Health and Human Services (NDHHS). **The 2012-2016 Sexual Assault Prevention Plan is the result of efforts and perspectives of many individuals** representing a network of organizations throughout Nevada, including: The Crisis Call Center, Nevada Coalition Against Sexual Violence, The Rape Crisis Center, University Nevada Las Vegas' Jean Nidetch Women's Center, and the Nevada State Health Division, Bureau of Child, Family and Community Wellness. Individuals from each of these groups gathered for a series of meetings over the course of 2011 to deliberate over how best to chart the course for primary prevention of sexual assault in Nevada. They assessed the current trends and conditions, incorporating lessons learned from local efforts and promising practices identified through research. And, they shared interim versions of the plan with other stakeholders to obtain feedback and increase awareness.

It's important to read and understand this plan as it relates to *primary prevention* of sexual assault, rather than secondary and tertiary prevention. All of these components are described in the first section of the document and recognizing their differences is critical to grasping the reasons for the strategies within the plan itself. A focus on primary prevention allows the contributors to plan an approach that involves preventing sexual assault before it actually occurs. The ability to do this requires a clear understanding of the individual, relationship, and community factors that contribute to the problem of sexual assault, including psycho-social, behavioral, gender and cultural conditions that surround the issue. Reading the plan within the context of primary prevention is crucial to understanding its intent and desired results. This document provides an overview of the planning process, which was completed in three phases: primary prevention needs assessment, strategic planning, and one-year action planning. It also outlines the organizational structure of the Committee now and as it is expected to grow over time.

Central to the success of this plan is the formation and expansion of the Sexual Assault Prevention Planning Committee (SAP). The Committee is comprised of a core group of stakeholders and leaders throughout Nevada committed to ending sexual assault. The purpose of the Committee (its mission) is *to serve as the organizing and coordinating body for primary prevention efforts throughout Nevada to eliminate sexual violence*. The Committee's vision (the future it seeks to create) is for a future in which *engaged Nevadans build communities where people live free of sexual violence*. In addition to the mission and vision, there are four guiding principles or values that form the foundation of the plan and shape how people think and act. Successful primary prevention requires that partners: 1) work with communities to build understanding and awareness of sexual violence; 2) recognize communities are unique and require different strategies; 3) promote objective communication that is open, honest, and respectful; and, 4) focus on long-term results, consistency and sustainability within all communities.

The Committee identified three goals and nine objectives to accomplish over the next five years as follows:

Goal 1: Assist and collaborate with communities throughout Nevada to increase capacity for effective primary prevention of sexual violence.

- Establish an effective, representative structure to implement and maintain the statewide Sexual Assault Prevention Plan.
- Increase the knowledge, skills, attitudes, involvement and capacity for primary prevention of sexual violence among individuals, groups, and organizations working with youth and other target populations.
- Increase understanding, buy-in, and support for primary prevention of sexual violence among local, regional and state policy makers and other elected officials.

- Increase participation rates for target population groups (parents, providers, business, education, policy makers, and the broader community, etc.) in the design, oversight and implementation of Nevada’s Sexual Assault Prevention Plan.

Goal 2: Engage the broader community in primary sexual violence prevention.

- Develop and implement a social marketing campaign on primary prevention within Nevada that has a common messaging about sexual violence.
- Standardize performance objectives, and evaluation measures; implement the YourSPACE (primary prevention education) curriculum in at least three new communities.
- Identify and train five new communities and launch the pilot for a bystander intervention initiative, to include one college site (incorporates evaluation and reporting components).

Goal 3: Implement and evaluate a consistent, core set of proven/effective primary prevention programs and strategies throughout the state.

- Develop a common set of tools for monitoring, tracking, evaluating and reporting primary prevention results at the local, regional and state levels.
- Identify, train and support five new communities on how to implement and evaluate research-driven primary prevention strategies.

Finally, it may be helpful to understand the organizations that created and contributed to this document. The Committee is comprised of the five groups that participated in planning (The Crisis Call Center, Nevada Coalition Against Sexual Violence, The Rape Crisis Center, University Nevada Las Vegas’ Jean Nidetch Women's Center, and the Nevada State Health Division, Bureau of Child, Family and Community Wellness), along with the Centers for Disease Control and Prevention (CDC), the Nevada Attorney General’s Office, and other programs within the Nevada State Health Division.

Each partner contributes something different to the Committee. The CDC provides guidance and technical assistance to the Rape Prevention Education Program (RPE). At the state level, the Attorney’s General Office, Department of Health and Human Services, and its various programs provide oversight, technical assistance, evaluation support and research. The Bureau of Child, Family and Community Wellness (BCFCW) is responsible for the RPE program funded through the Centers for Disease Control and Prevention. The Crisis Call Center, Nevada Coalition Against Sexual Violence, The Rape Crisis Center, and the University Nevada Las Vegas’ Jean Nidetch Women's Center each oversee implementation of the five year plan and ensure the partnerships continue to grow and be accountable for achieving results.

The Committee is committed to evaluating its efforts and reporting results. Project and program evaluation activities are implemented independently by partners and collaborators and then synthesized and analyzed by the Sexual Assault Prevention Planning Committee. One of the first activities is developing shared tools and processes for measuring primary prevention impacts. Committee partners will use data collection tools and templates developed in concert with community partners to capture participant and community-level data on primary prevention services and outcomes on a regular basis. Each year the Sexual Assault Prevention Planning Committee consolidates the evaluation results and uses them to guide updates to the strategic and implementation plans.

The Committee invites community members, partners, and key leaders across Nevada to join us as we embark upon the next five years of work to create the conditions needed so that *engaged Nevadans build communities where people live free of sexual violence.*

SEXUAL ASSAULT PREVENTION PLAN

What is Primary Prevention?

It is important to understand the definition of primary prevention as background for understanding the overall plan for Nevada.

Primary prevention is defined as stopping the occurrence of sexual assault. Examples of primary prevention include efforts that entirely eliminate a sexually violent event; or that modifies and improves conditions and situations that influence the occurrence of sexual assault, including exposure to risk factors. Primary prevention efforts seek to identify and enhance protective factors shown to prevent and reduce sexual assault in the community at large and within at-risk populations. This involves increasing awareness surrounding sexual assault and its risk factors, and addressing behaviors and attitudes across Nevada.

Primary prevention is defined as approaches that take place *before* sexual violence has occurred to prevent initial perpetration or victimization.

Primary prevention is different than either secondary or tertiary prevention, both of which take place after sexual assault has occurred.

Secondary prevention responses happen immediately after sexual assault has occurred and focus on the short-term consequences of assault. Tertiary prevention provides long-term responses after sexual assault has occurred to deal with the lasting consequences of assault and sex offender treatment interventions.

Even though secondary and tertiary responses may prevent a reoccurrence of assault, and are extremely important activities in the continuum of responding to sexual assault, they are not the focus of the strategy addressed in this plan.

Organization Overview

This section provides readers with a general understanding of the organizational framework for the network of collaborators committed to primary prevention work in Nevada. It educates readers about how the partners are structured, the current primary prevention programs and services, and an organizational chart showing relationships between and across sectors. It briefly outlines reasons for engaging in strategic planning (objectives sought), planning components and approach, and planning participants. It provides context and historical perspective for the planning process and a framework for readers who were not involved in creating the plan.

Background and History

Introduction to the Primary Prevention Network of Programs and Services

The Rape Prevention Education Program (RPE) is located within the Department of Health and Human Services' Health Division under the Bureau of Child, Family and Community Wellness (BCFCW). In addition to the Rape Prevention Education Program, the BCFCW houses a number of women's and children's wellness programs including the Newborn Baby Screening (NBS), Children and Youth with Special Health Care Needs (CYSHCN), and Nevada's Maternal and Child Health (MCH) Title V Program.

The Sexual Assault Prevention Plan is built upon the public health approach to primary prevention of sexual assault. This requires first that the problem is defined, then the risk and protective factors are recognized, followed by the development and testing prevention strategies, and finally, ensuring wide spread adoption of those strategies. Primary prevention strategies should address the four levels of risks as outlined in the Ecological Model: individual, relationship, community and societal. Furthermore, the ecological model addresses the norms, beliefs, and systems (social and economic) that cultivate conditions leading to sexual assault. Finally, to be considered primary prevention, the strategies need to take place *before* sexual assault has occurred in order to prevent initial perpetration or victimization.

Over the past few years, the majority of the work of the BCFCW/Rape Prevention Education Program related to sexual assault prevention has been accomplished through contracts with the Nevada Coalition Against Sexual Violence (referred to as NCASV or the State Coalition) located in Las Vegas and crisis call centers (who do prevention work) in northern and southern Nevada. Lead partners involved include Nevada Coalition Against Sexual Violence, Nevada Network Against Domestic Violence, The Crisis Call Center, The Rape Crisis Center, and the Women's & Early Childhood Wellness Center.

Key activities have focused on delivering The YourSPACE curriculum in the south and The Respect curriculum in the north, along with communicating with prospective partners and member organizations on a regular basis through social media. Additionally, NCASV has focused on ensuring member programs have access to the latest research materials and the availability of staff to answer questions or concerns regarding services for survivors of sexual assault; and working with public policy institutions to ensure policies and procedures are appropriate to serving survivors¹ of sexual assault.

Overview of the 2012-2016 Planning Process

This plan was developed over the past thirteen months. Beginning in September 2010, NCASV started work on a strategic plan for sexual assault prevention for Nevada. The Center for Health Disparities Research in the School of Community Health Sciences at the University of Nevada Las Vegas conducted the 2010 strategic planning efforts, which resulted in the first five-year strategic plan to direct the primary prevention efforts in the state of Nevada.

In May 2011, the Nevada State Health Division contracted with Social Entrepreneurs, Inc. (SEI) to conduct an assessment of the strengths and capacity building needs of the partners working to implement the plan. The needs assessment focused on the partners' capabilities and also areas that need to be strengthened in order to successfully implement the Sexual Assault Prevention Plan. A set of recommendations were made as part of that assessment to inform development of an update to the five-year Sexual Assault Prevention Plan. A summary of recommendations for four areas (structure, building on progress, addressing barriers, and being responsive to the CDC) is presented here:

- **Strengthening Structure.** Establish an eight to 14-member statewide planning board to focus on primary prevention, increasing the diversity of representation on the NCASV and the broader primary prevention initiative; and changing the structure of how the initiative is facilitated and coordinated to ensure all partners' knowledge and capabilities are being used well.
- **Building on progress.** Leverage tools and materials developed nationally and by other communities and apply to Nevada's primary prevention strategies; increase prominence of key message and tagline on NCASV's website,

¹ Services, supports and policies for survivors of sexual assault are generally not included under primary prevention strategies.

blogs, and have similar visibility on members' and partners' sites; proactively develop and support "champions" from different populations (e.g., age, gender, geography, socio-economic groups, and professions, etc.); more specifically link activities directly to the goals and objectives in the prevention plan; and, prioritize and organize ongoing communications to sustain and grow relationships from a broad group of stakeholders as recommended by the CDC.

- **Addressing previously identified barriers.** Ensure the Committee has a clear mission and mandate, with well-organized goals linked to the prevention plan, and outside facilitators; leverage best/promising primary prevention practices (including bystander models) from other states and regions rather than creating or developing new strategies; extend training opportunities to a wide group of Nevada stakeholders, rather than focusing training on a handful of individuals; and, utilize low cost means of connecting training participants (list serves, teleconferences, etc.) to further connections among and between peers.
- **Being responsive to the CDC.** Increase the use of technology to facilitate distance meetings, teleconferences and other communications; update /refine and complete the draft strategic plan in a timely manner; identify capacity building needs specifically related to implementing the primary prevention plan; expand and include additional primary prevention partners to help further shape the plan; and, initiate evaluation activities to include process and outcome measures.

The full needs assessment report and recommendations is available from the Rape Prevention Education Program office.

Planning Approach, Participants and Objectives

This section summarizes information about the types of meetings, topics and participants in the planning process. There were three steps or phases leading to the development of this plan, as shown in Figure 1, below.

FIGURE 1: PRIMARY PREVENTION PLANNING



May – August, 2011: Needs Assessment

As noted previously, a needs assessment was conducted to better understand the successes, barriers, trends and conditions that should be considered when developing and implementing a statewide Sexual Assault Prevention Plan. The needs assessment process involved a review of Rape Prevention Education Program documents and related research and evaluation materials from the Centers for Disease Control and Prevention

(CDC); key informant interviews; and a survey of a broader group of constituents. Questions were designed to gather insights about what people think is essential for a sexual assault prevention planning committee to consider as they develop and implement a statewide prevention plan; and to supplement what was gleaned through document

review. Questions were asked about the specific strengths and capacity building needs for the current structure; and, which partners and individuals were important to engage for long-term success. Once all outreach and document review activities were completed, SEI compiled and analyzed results, and then drafted a summary report of findings and recommendations for developing the Sexual Assault Prevention Planning Committee.

August – November, 2011: Community Building and Strategic Planning

Following recommendations from the needs assessment, the Rape Prevention Education Program Coordinator identified initial participants for the Sexual Assault Prevention Planning group and invited them to participate in a series of planning sessions between September 8 and October 27, 2011. The meetings were held at Social Entrepreneurs, Inc.'s (SEI) offices in Reno with teleconference and web conference options for linking individuals from outside the area. The planning sessions were structured to include time for participants to also work on developing the YourSPACE program curriculum. This approach ensured that the already-limited time of the planning group was used efficiently, produced multiple deliverables (e.g., strategic plan and curriculum) and positioned the group to immediately implement key strategies from the plan once it was adopted in October 2011.

September – December, 2011: Documentation and Stakeholder Engagement

The 2012-2016 Sexual Assault Prevention Plan (SAP) was drafted incrementally after each planning session. Discussions points and decisions specific to the various sections of the plan were incorporated into the plan template following each session. The draft was then forwarded to the planning group to read and comment via email prior to the next meeting date. Changes and feedback to the draft were presented at the beginning of each planning session for final “signoff,” prior to addressing new areas of the document. The last meeting served both as the final review and approval session for the SAP plan and the launch of the implementation plan. This process allowed the planning team members to use the evolving document as a communications tool for explaining the goals and objectives of the SAP plan to a wider audience, and also identify stakeholders that wanted to be more involved as the group moved forward with implementation.

Organization Design

This section describes the structure of collaboration/partnerships, including staffing and oversight/governance, ongoing meetings, and roles and responsibilities based on decisions made during the planning sessions.

Strategic Plan Governance and Oversight

It is expected that a Sexual Assault Prevention Planning Committee will be convened and coordinated to implement this plan. The initial members will consist of the leadership from the Nevada Coalition Against Sexual Violence, the Rape Crisis Center, the Crisis Call Center, and the Bureau of Child, Family and Community Wellness in the Nevada State Health Division. This core group will be expanded to include key stakeholders, program collaborators, and representatives from public and private organizations that share in the vision and goals set forth in this plan. Following is the organizational chart for the Nevada Sexual Assault Prevention Committee, which is followed by a listing of the rights, responsibilities, and duties of the Sexual Assault Prevention Planning Committee members.

Organization Chart

The figure below depicts the relationships among the various partners of the Sexual Assault Prevention Planning Committee. As can be seen, the Committee Partners have the greatest responsibility for implementing the plan, engaging others, and evaluating results.

FIGURE 2: ORGANIZATION STRUCTURE – ROLES OF COMMITTEE PARTNERS



Sexual Assault Prevention Planning Committee Rights, Responsibilities, and Duties

Rights. Each Sexual Assault Prevention Planning Committee member has the right to:

1. Be fully informed about the responsibilities, time commitment, organization, etc. before accepting the position of Committee member;
2. Have opportunities of orientation and continuing training from other committee members that will assist the individual to function effectively;
3. Be kept fully informed through accurate reports (e.g., Collaboration progress reports, specific grant/project update reports including finances, or other management reports,) briefings by partners' staff, community presentation, etc. about the progress of the Collaboration;
4. Expect that volunteer time will not be wasted by lack of planning, coordination and cooperation within the Collaboration or within the Sexual Assault Prevention Planning Committee;
5. Be assigned jobs and tasks which are worthwhile and challenging with freedom to use existing skills or develop new ones;
6. Be able to decline an assignment if it is felt that the match of skills and interests is not appropriate;
7. Have successful Committee experiences that provide opportunities for personal and professional growth;
8. Be trusted with information that will help the Committee member carry out assignments and responsibilities;
9. Be fully informed of whether the volunteer work is effective and what results have been obtained as a result of their participation with the Collaboration;
10. Be recognized at appropriate times for one's work and involvement as a Committee member; and
11. Be assured that their individual actions do not reflect the opinions or work of any organization with whom they are affiliated.

Responsibilities. Each Sexual Assault Prevention Planning Committee member is responsible for:

1. Furthering the mission of the Nevada Sexual Assault Prevention Collaboration (NSAPC);
2. Ensuring that the primary prevention message is a key element within membership programs;
3. Establishing guidelines, practices and expectations for involvement with the Collaboration;
4. Ensuring that the Collaboration's policies and practices reflect NSAPC's organizational commitment to encompass the diverse nature of all communities;
5. Identifying, advocating and obtaining resources (people, materials, and funds) to achieve the goals of the Collaboration;
6. Developing and maintaining individual and community relations to advance the goals of the Collaboration;
7. Providing expertise and guidance as well as sharing materials with other Collaboration members and partners;
8. Creating, approving and updating the Collaboration's strategic plan and direction;
9. Ensuring that the Collaboration's programs and activities align with its mission and further its vision;
10. Staying informed of emerging research from credible sources on best/promising practices for primary prevention of sexual and interpersonal assault;
11. Maintaining an open mind and operating in a respectful manner to suggestions and ideas;
12. Utilizing already developed programs in a manner that is respectful of creators' intent and that materials are used appropriately;
13. Being respectful of the Committee's time and agenda; and,
14. Ensuring all communications with and about Collaboration members is respectful and professional.

Duties. The duties of individual Sexual Assault Prevention Planning Committee members include, but are not limited to:

1. Becoming knowledgeable about the Collaboration, its work, priorities, policies, practices and its program membership;
2. Serving as a "champion" of the Collaboration to individuals, the public and other organizations;
3. Attending all Collaboration meetings, either in person or via teleconference, and supporting as many activities as possible, including but not limited to media, legislative, or other special events;
4. Serving on one subcommittee and attending regularly scheduled meetings and assuming Committee leadership roles when needed;
5. Fulfilling their term of office on the Sexual Assault Prevention Planning Committee, which is established as three years beginning January 1, unless the member is filling an unexpired term of another member;
6. Conducting work in between Committee meetings and serve on ad hoc committees when necessary;
7. Coming to Collaboration meetings well prepared and well informed about the issues on the agenda;
8. Contributing to meetings by expressing their point of view, contributing information (updates, data, reports, etc.) needed by the Committee to achieve results;
9. Contacting the Chair or other designated person at least 24 hours prior to a meeting when unable to attend a meeting;
10. Attending regularly scheduled Sexual Assault Prevention Planning Committee sponsored or facilitated trainings that are relevant to their area of focus;
11. Acknowledging that a Committee member may be removed from a position for behavior that is contrary to the mission and values of Sexual Assault Prevention Committee;
12. Considering other points of view, making constructive suggestions and helping the Committee make decisions that benefit the work of the Collaboration; and,

13. Keeping the Committee Chair and Sexual Assault Prevention Planning Committee informed concerning any activities done on behalf of Primary Prevention.

Nevada's Primary Prevention Strategic Direction

This section describes the components that serve as the basis for the organization's design. Specific aspects include: mission, vision and guiding principles. The mission statement clearly and succinctly describes the fundamental purpose for the organization to exist. The vision statement gives a compelling view of the type of future that the organization seeks to create for the clients, members and communities being served. The guiding principles are the values or mutually held principles that are used for all decision making related to the organization.

Mission, Vision and Values

Mission

The mission statement is about purpose. It is the reason a group, initiative or organization exists.

Our mission is

To serve as the organizing and coordinating body for primary prevention efforts throughout Nevada to eliminate sexual violence.

Vision

The vision statement we expect will be created through successfully implementing the prevention plan.





Our vision for a future in which

Engaged Nevadans build communities where people live free of sexual violence.

Guiding Principles

Guiding principles, or core values, are shared beliefs that shape how people think and act within the initiative. They serve as a compass to keep the group on course as we navigate through constantly changing times.

We believe effective primary prevention requires us and our collaborators to:

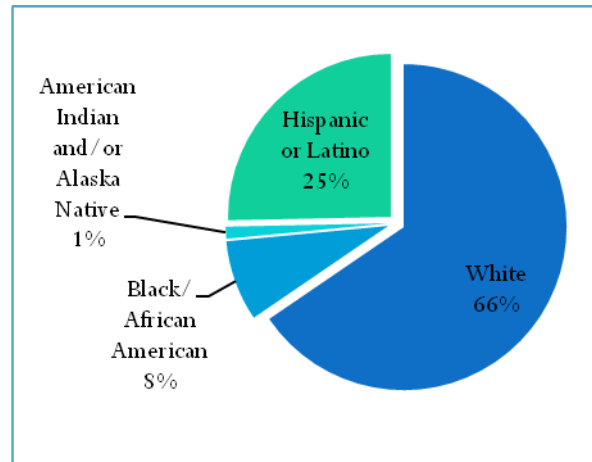
-  *work with communities to build understanding and awareness of sexual assault*
-  *recognize communities are unique and require different strategies*
-  *promote objective communication that is open, honest, and respectful*
-  *focus on long-term results, consistency and sustainability within all communities*

Situation Analysis

The conditions in Nevada remain nearly the same as they were when the first strategic plan was drafted in 2010, including:

- Nevada’s population continues to be one of the fastest growing in the nation in terms of percentage increase in population – growing more than 35 percent between 2000 and 2010, three times faster than the rest of the nation, which grew at 9.7 percent.
- Ninety percent of the state’s population resides in three urban areas: Las Vegas/Henderson in the south, and Reno/Sparks and Carson City in the northwestern part of the state.
- More than one in four (27.1 percent) Nevadans speak a language other than English in the home.
- Nevada is the 35th most populous state in the nation and the 7th largest in size with 314 mountainous ranges running north and south as well as ninety basins.
- The state covers 110,540 total square miles. The state is divided into 17 counties: three are urban counties (Carson City, Clark and Washoe), three are rural counties (Douglas, Lyon and Storey), and the remainder eleven counties are considered frontier counties with seven or fewer people per square mile.
- While rural and frontier counties cover nearly 87 percent of the state’s land mass, they are home to only 11 percent of the state’s population.
- Most of Nevada’s rural and frontier communities are located a considerable distance from the state’s major health centers in the urban areas, which presents major challenges in outreach and service provisioning for these residents.
- As of 2010 the median age in Nevada was 36.3.
- The average household size was 2.65 people per household, and among Nevada’s occupied housing units, 58.8 percent were owned, compared with 41.2 percent that were rented.
- Eight in ten adults over 25 have a high school diploma, but only one in five have a bachelor’s degree or higher.

CHART 1: NEVADA RACES, 2010 CENSUS



The first strategic planning group conducted an assessment and developed a rich set of data that provides a strong foundation for understanding needs and developing the goals, objectives and strategies in this plan. Following are the overall results of the needs assessment according to the four construct categories of the Ecological-Social model.²

Individual

- More than 52 percent of the respondents were between the ages of 46 and 64 years of age.
- The majority of the respondents were females who identified themselves as White or Caucasian, and had direct contact with victims/survivors of sexual assault.
- More than 85 percent of the respondents indicated that their organization provides services to female adolescents between the ages of 13 and 21 years.

² State of Nevada Sexual Assault Prevention Plan, 2010

- Over 80 percent of the respondents indicated that there are other organizations within their community that provide support and services to victims/survivors of sexual assault; and they stated their organization does collaborate with others to provide services for victims/survivors of sexual assault.

Community

- More than 85 percent of the respondents indicated that sexual assault occurred among female adolescents aged 13-21 years. The percentage was higher in Carson City (90.0%), Clark (91.1%), Douglas (95.0%), and Lyon (88.0%) counties.
- Over 50 percent of all respondents (53.3%) indicated that their organization does not provide primary prevention programs within the community in which the organization operates.
- However, more than half of the respondents from three counties indicated that their organizations do provide primary prevention programs within the community in which they operate (Carson City, Douglas, and Washoe Counties).
- Over 60 percent of the respondents stated that staff and volunteers were trained specifically to respond to victims/survivors of sexual assault and that their organization utilizes a “victim-centered” approach in managing sexual assault.
- More than half (55%) of the respondents indicated that it is not acceptable for a Sexual Assault Nurse Examiner to act as the victim/survivor’s advocate and strongly disagreed that there are not many “real rapes or sexual assaults/assault” that occur in their geographic area.
- More than one-third (35%) of the respondents rated the sexual assault services in the state of Nevada as acceptable.

Societal (in terms of the state of Nevada)

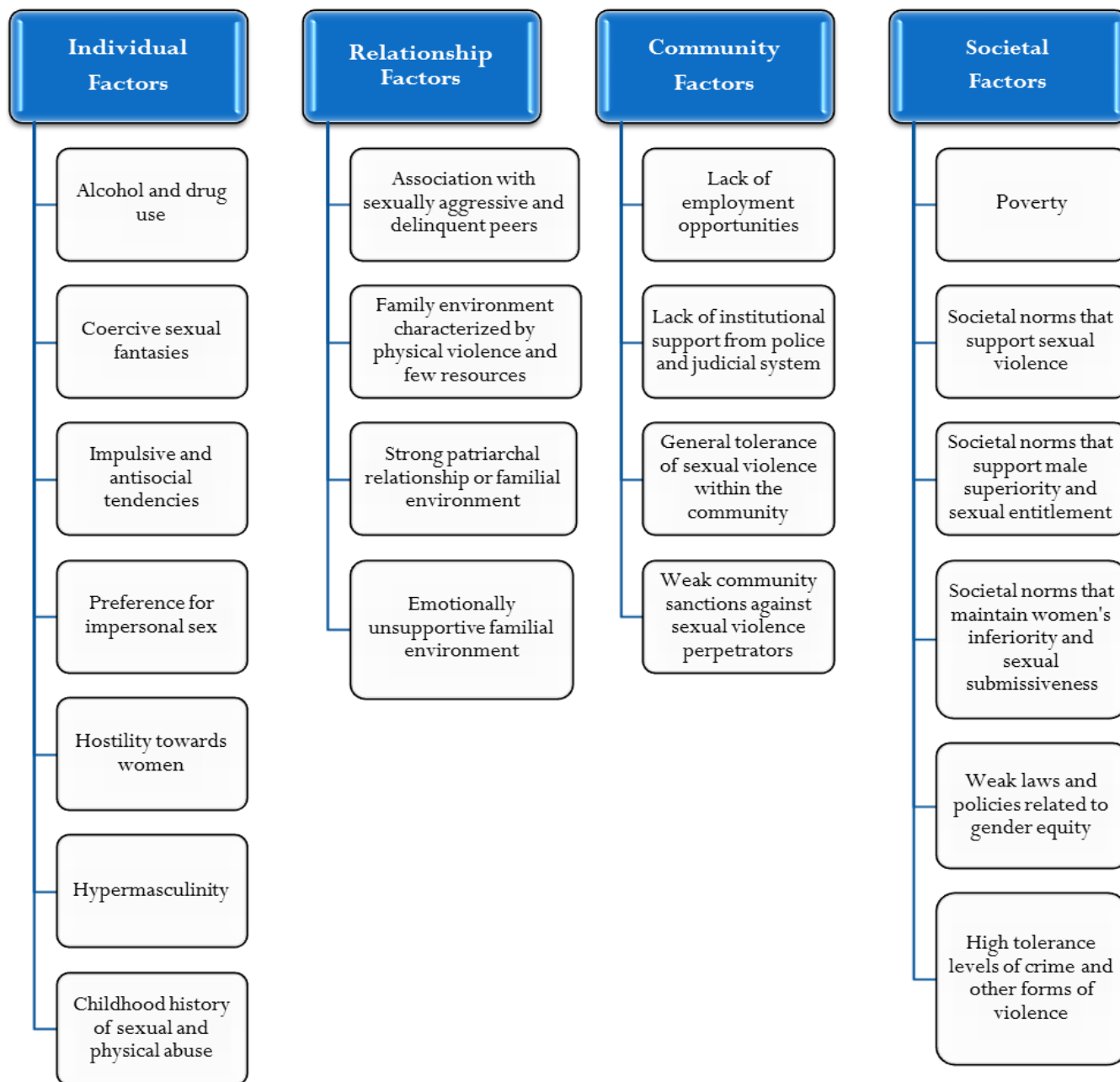
- Over 90 percent of the respondents indicated that sexual assault can occur between persons who are married or live together and that there is a lack of awareness/education about sexual assault in Nevada. More than half of the respondents pointed out that persons who work in the adult entertainment industry place themselves at greater risk for sexual assault.
- More than one third (35%) disagreed that there is fair and equitable sentencing of sexual assault offenders in the State of Nevada.
- More than 75 percent of the respondents disagreed that sexual assault is not a problem in the state of Nevada.
- Over 60 percent of the respondents either agreed or strongly agreed that the criminal justice system in the state of Nevada affects the likelihood that a victim/survivor of sexual assault will precede with the case; and either disagreed or strongly disagreed that all victims/survivors of sexual assault are treated equally throughout the state.

Societal (general)

- More than 80 percent in the sample either strongly agreed or agreed that stigma is placed on the victim/survivor of sexual assault and on perpetrators of sexual assault among children and persons with disabilities.
- Over 60 percent either strongly agreed or agreed that stigma is placed on perpetrators of sexual assault among adults; media impacts the likelihood of prosecution of sexual assault in the state of Nevada; and media impacts the definition of sexual assault within the state of Nevada.

The Centers for Disease Control and Prevention (CDC) have identified a number of risk factors that are associated with a greater likelihood of sexual violence (SV) perpetration. While they are not necessarily direct causes, they have been shown to be contributing factors. The chart that follows shows the risk factors organized into one of four categories: individual, relational, community, or societal.

CHART 2: RISK FACTORS FOR SEXUAL VIOLENCE ACCORDING TO THE SOCIAL-ECOLOGICAL FRAMEWORK



Source: Centers for Disease Control and Prevention

While not everyone that is “at risk” will become a perpetrator of assault, understanding the multilevel factors described above can help to identify various opportunities for primary prevention.

Selected Populations and Risk Factors

The needs assessment conducted in 2009, which included a literature review, quantitative and qualitative data collection all data identified young adults and elderly as populations that require special emphasis in primary sexual assault prevention efforts in Nevada.

Collectively, a number of risk factors were assessed as important for addressing primary prevention in the state:

<p>Individual Factors</p> <ul style="list-style-type: none">• Alcohol and drug use• Childhood history of sexual and physical abuse	<p>Community Factors</p> <ul style="list-style-type: none">• Lack of employment opportunities• Lack of institutional support from police and judicial system• General tolerance of sexual assault within the community• Weak community sanctions against sexual assault perpetrators
<p>Relationship Factors</p> <ul style="list-style-type: none">• Association with sexually aggressive and delinquent peers• Having a high number of multiple sex partners	<p>Societal Factors</p> <ul style="list-style-type: none">• Societal norms that maintain women's inferiority and sexual submissiveness• Weak laws and policies related to gender equity

In addition to what was learned through the needs assessment, information from the Southwest Center for Law and Policy underscores the large need for primary prevention targeting Native Americans. This population group has the highest rates of victimization of any population nationally and is more likely to be sexually assaulted by non-Indian assailants. They have the highest rates of multiple-perpetrator sexual assault and the highest rate in a public place. Because of a mistrust of the criminal justice system and jurisdictional barriers, sexual assaults among this population often go unreported.

The target audience remains the same as in 2009: youth and young adults between the ages of 13 and 25.

Goals and Objectives

This section lists all of the long-term goals (three to five-year statements of desired change) of the organization. Depending upon the planning approach it may also include shorter-term objectives or interim milestones, with the associated strategies identified during the strategic planning process.

Nevada has identified three goals to achieve over the next three to five years. These goals were developed during the initial strategic planning process in 2010, and then reviewed, modified and enhanced as appropriate for inclusion in the 2012-2016 Sexual Assault Prevention Plan.

- Goal 1. Assist and collaborate with communities throughout Nevada to increase capacity for effective primary prevention of sexual violence.
- Goal 2. Engage the broader community in primary sexual violence prevention.
- Goal 3. Implement and evaluate a consistent, core set of proven/effective primary prevention programs and strategies throughout the state.

Summary of Goals, Objectives and Indicators

The following tables summarize the goals, objectives and indicators toward progress for the next three to five years.

GOAL A long-range (e.g. three or more years) statement of desired change in the condition of well-being for children, adults, families or communities, based our vision where *“engaged Nevadans build communities where people live free of sexual violence.”*

OBJECTIVE A precise description of the desired change that is short-term (one to three years), measurable, actionable, realistic and (time) specific. Objectives support the achievement of the goal. (Describes “what” will signal progress toward the primary prevention goals)

INDICATORS Specific process and/or performance measures used to determine whether programs, services, projects, or initiatives are achieving goals and focus area results.

Goal 1: Assist and collaborate with communities throughout Nevada to increase capacity for effective primary prevention of sexual violence.	
Objectives	Indicators
1.1. By February 2012, establish an effective, representative structure to implement and maintain the statewide primary prevention plan.	<ul style="list-style-type: none"> ✓ Number, diversity and consistency of involvement by governance body ✓ Number and percentage of new individuals, groups, organizations, and businesses participating in primary prevention activities
1.2. By December 2014, increase the knowledge, skills, attitudes, involvement and capacity for primary prevention of sexual assault among individuals, groups, and organizations working with youth and other target populations.	<ul style="list-style-type: none"> ✓ Number of individuals, groups and organizations able to respond to requests for primary prevention activities ✓ Changes in policies and/or funding to support primary prevention goals ✓ Change from baseline data for attitudes, skills and knowledge
1.3. By December 2014, increase understanding, buy-in, and support for primary prevention of sexual assault among local, regional and state policy makers and other elected officials.	<ul style="list-style-type: none"> ✓ Number of resources, services and supports available for organizations and individuals conducting primary prevention activities
1.4. By December 2014, increase participation rates for target population groups (parents,	<ul style="list-style-type: none"> ✓ Number of community and public agencies, providers and education partners participating in primary prevention messaging, program delivery and support

Goal 1: Assist and collaborate with communities throughout Nevada to increase capacity for effective primary prevention of sexual violence.

Objectives	Indicators
providers, business, education, policy makers, and the broader community, etc.) in the design, oversight and implementation of Nevada’s Sexual Assault Prevention Plan	activities through formal Memorandums of Understanding (MOUs).

Goal 2: Engage the broader community in primary prevention of sexual violence.

Objectives	Indicators
2.1. By April 2013, develop and implement a social marketing campaign on primary prevention within Nevada with common messaging about sexual assault.	<ul style="list-style-type: none"> ✓ Number of communities/partners that adopt and promote common set of messages ✓ Number, frequency and placements of common messages
2.2. By December 2015, standardize performance objectives, and evaluation measures; implement the YourSPACE (primary prevention education) curriculum in at least three new communities.	<ul style="list-style-type: none"> ✓ Number of partners trained in and implementing primary prevention projects, including standardized evaluation tools
2.3. By October 2013, identify and train five new communities and launch the pilot for a bystander intervention initiative, to include one college site (incorporates evaluation and reporting components).	

Goal 3: Implement and evaluate a consistent, core set of proven/effective primary prevention programs and strategies throughout the state.

Objectives	Indicators
3.1. By June 2013, develop a common set of tools for monitoring, tracking, evaluating and reporting primary prevention results at the local, regional and state levels.	<ul style="list-style-type: none"> ✓ Baselines for skills, knowledge, attitudes and participation rates established ✓ System for reporting and tracking primary prevention established, used and monitored
3.2. By December 2015, identify, train and support five new communities on how to implement and evaluate research-driven primary prevention strategies.	<ul style="list-style-type: none"> ✓ Communities/partners use consistent set of tools and reporting procedures ✓ Number of communities using research-driven strategies

Strategies

Overview

In order to achieve the goals and objectives described in the previous section, the initiative developed six strategies, using the definition shown in the text box.

Each of these strategies will be implemented through the leadership of the Sexual Assault Prevention Planning Committee or one of the subcommittees.

The figure below provides a summary of the key strategies that will be pursued to achieve the plan’s goals and objectives. Details of each strategy are provided in the following pages.

STRATEGIES – The specific activities, programs, services and/or projects to be pursued in order to achieve each objective. Strategies describe how results will be achieved, and who needs to be involved. For example, if you were traveling from California to New York, your strategies would be decisions about the types of transportation to use, routes to take, and people or resources needed to make the trip successful.

FIGURE 3: PRIMARY PREVENTION PLAN STRATEGIES



Detailed Strategies

This section lists the specific strategies that were summarized in the preceding graphic. It details “how” the initiative will achieve the goals and objectives: the specific courses of actions, such as implementing a social marketing

campaign, expanding primary prevention service sites or programs, developing a marketing plan, etc. Where appropriate, strategies will also note any additional resources or partnerships that will need to be acquired before starting. The table below lists the strategies to be implemented as part of the 2010-2016 Sexual Assault Prevention Plan, including the lead committee(s) and overall strategy timeline.

Strategy	Lead Person(s)	Resources	Timeline
<p>1 Partner with Nevada Council for Prevention of Domestic Assault to leverage federal legislation and other state and local policies and guidelines that promote primary prevention education. Link with/leverage the new Title IX requirements to bring additional primary prevention education into schools/universities, (hostile environments related to gender). This will involve research into the requirements and limitations of the legislation.</p>	<p>Sexual Assault Prevention Planning Committee</p>	<p>Nevada Council for Prevention of Domestic Violence (chaired by the AG's Office) Nevada State Department of Education Nevada Women's Lobby, League of Women Voters, and the Progressive Leadership Alliance of Nevada (PLAN) Title IX coordinators in the various districts Local assault prevention programs Legal counsel for the schools State legislators</p>	<p>January 2012 to December 2016</p>
<p>2 Engage diverse groups of community members, businesses, educators, public agencies, and other key stakeholders to increase the numbers and variety of people connected to and involved in the issue of sexual assault prevention. Successful implementation of this strategy will increase the numbers and variety of people connected to the issue of sexual assault prevention; and each group will have a meaningful way to contribute.</p>	<p>Community Engagement Subcommittee</p>	<p>Local Law Enforcement Agencies, County Sheriffs Chambers of Commerce Nellis AFB Casino Security Chiefs Association American Society for Industrial Security (ASIS) Bystander subcommittee members Substance Abuse Prevention and Treatment Agency (SAPTA) Nevada State Department of Education Budget implications</p>	<p>January 2012 to December 2016</p>
<p>3 Work with partners and media/marketing subcontractors to design and produce marketing materials with asset-based messages and a call to action. Strategy includes identifying asset-based messages for key champions, community partners, target audiences, funders and the general public; and setting the direction and tone for marketing sub-contractors and partner agencies to use.</p>	<p>Sexual Assault Prevention Planning Committee</p>	<p>Media/marketing subcontractors and partners Nevada State Department of Education Nevada Broadcasters' Association Local print and electronic media Social networking sites Tourism Commission – for their marketing materials, especially those that address safety</p>	<p>January 2012 to December 2013</p>

Strategy	Lead Person(s)	Resources	Timeline
<p>4 Establish a baseline of current attitudes, knowledge, skills, participation and behaviors related to sexual assault in communities throughout Nevada. This will involve researching existing tools and measures, selecting various models (surveys, focus groups, etc.) to use in Nevada, and training on how to implement and document results.</p>	<p>Evaluation Subcommittee</p>	<p>Nevada Universities and Community Colleges (various schools/ departments; Greek life) High schools Youth organizations (Girls Scouts, Boy Scouts, Boys and Girls Club, etc.) Faith-based NCASV Coalition and Nevada Sexual Violence Prevention (NSAP) partners Nevada State Department of Education Data collection/ measurement tools Survey Monkey account access through NCASV Coalition National Sexual Violence Resource Center Focus group facilitators/trainers</p>	<p>January 2012 to December 2013</p>
<p>5 Identify core set of proven/effective primary prevention programs and strategies throughout the state. This strategy includes conducting a review of YourSPACE curriculum and comparing it with promising/emerging best practices, and checking with other prevention experts to make sure it meets prevention standards.</p>	<p>RPE Coordinator, Kari Ramos, Beverly Zimmerman, and CDC Technical Supports</p>	<p>Texas Association Against Sexual Violence for check list when creating primary prevention program Stephanie Townsend (PA) primary prevention expert Nevada State Department of Education National Sexual Violence Resource Center (NSVRC) Tribes</p>	<p>January 2012 to December 2012</p>
<p>6 Partner to provide education on available asset-based primary prevention options and help customize for the unique needs of rural and frontier counties.</p>	<p>Sexual Assault Prevention Planning Committee in partnership with local stakeholders/leaders</p>	<p>Representatives (curriculum director, counselors, health, coaches) in all Nevada counties Training packets Distance learning functionality Nellis/Fallon AFB Budget implications</p>	<p>July 2012 to December 2014</p>
<p>7 Collaborate with partners to streamline service delivery to the schools. The strategy includes determining who is doing prevention education in various locations throughout the state, and partnering to coordinate classroom education materials, presentation, and evaluation processes.</p>	<p>Community Engagement Subcommittee</p>	<p>Crisis Call Center Rape Crisis Center Health and Human Services Communities in Schools WestCare Department of Education Various school district administration offices</p>	<p>January 2012 to December 2013</p>

Stakeholder Engagement for Sustainability

In order to effectively implement this plan, two essential elements of sustainability are needed. First, the Committee needs to cultivate key champions to act as leaders within the Nevada Sexual Assault Prevention Committee and as visible outside advocates. Second, the Committee needs to build and sustain broad-based community support. Following are the descriptions of the current and potential key champions and also the Committee's community of broad-based supporters, and what each can contribute toward the vision and goals. The information should be considered a beginning point for growing and sustaining statewide commitment to this effort; rather than an inclusive listing of every individual or group with a vested interest in the success of this plan. In time the Committee will expand the number of key champions and grow its community of broad-based supporters.

Key Champions

Education. Individuals from educational environments can provide guidance on school policies, feedback on curriculum appropriateness for high school and middle school students, additional contacts in the community being served, access to students/target population, credibility to reach into communities, partnerships for surveys to get information out into the community and to gather baseline data, focus groups/link to participants, distribution points for program results and research findings, pilot sites for bystander and other primary prevention initiatives, participation on subcommittees or ad hoc committees, and access to people for "guerilla marketing" strategies. Key education champions identified during the planning stage include:

- Mary Pike, Director, Professional Development Education Department, Clark County School District (CCSD)
- Alane Cook, CCSD High School Counselors' Supervisor
- Ana Zeh, CCSD Middle School Counselors' Supervisor
- Julie Waterhouse, CCSD Elementary School Counselors' Supervisor
- Patricia Anderson, Director of Environmental Health, Safety, Security, Elko Community College
- Lynn Mahlberg, Interim President, Great Basin College
- Wendy Charlebois, Social Work Coordinator, Great Basin College
- Karla Washington, PAAVE Coordinator
- Enid Jennings, UNR Student Health Center

Public Safety. These individuals often have existing relationships with schools and can also inform the direction of primary prevention curriculum. They are responders with a solid understanding about sexual assault issues specifically related to the target population, and where primary prevention, awareness and additional education is needed for youth and young adults. These champions offer a link to survivors of sexual and intimate partner assault, participate in and link to other prospective focus group participants, serve as resources for data and statistics, offer the Committee credibility through affiliation, become spokespersons, serve as ad hoc or subcommittee members, and offer an often under-represented male perspective. Key public safety champions identified during the planning stage include:

- Ray Spencer, Sgt. Las Vegas Metropolitan Police Department (LVMPD)
- Warren Evans, Nevada Partnership for Homeless Youth
- Elynne Greene, LVMPD Advocacy Supervisor, Victim Services
- Sandy Seda, Assistant Chief of Police, University of Nevada Las Vegas
- Lori Fralick Supervisor of Victim Services, Reno Police Department (RPD)
- Jennifer Olsen, Victims Services, Sparks Police Department (SPD)
- Ron Supp, Chief of Police Wendover
- Kevin McKinney, Elko Police Department
- Jason Woodard, Detective, SPD
- Susan Severt, Community Action Boards
- Stacy Kramer, Salvation Army, Trafficking Task Force
- Samantha Jayme, Safe House
- Jane Heenan, Gender Justice Community Services

Public Office. Depending upon the specific offices and roles these key champions fill, they bring a wide variety of skills, knowledge, and passion to bear on the work of the Committee and primary prevention throughout Nevada. As examples, the First Lady’s platform is women’s health, and she would bring the perspective of a mother and politician; while a representative from the Attorney General’s office could offer guidance on the direction of the state and the needs of rural areas. Other key champions are focused on the needs of at-risk youth and promoting the message of prevention education. All of these key champions lend their credibility to the plan, some offer help with funding (grants, appropriations, discretionary, CDBG, etc.), preparing bill draft requests (BDRs) and providing legislative support/advocacy; and many can serve as spokespersons at events or participate on ad hoc committees. Key public office champions identified during the planning stage include:

- Mrs. Kathleen Sandoval, First Lady, State of Nevada
- Sam Bateman, Henderson City Council
- Paula Berkeley, Lobbyist
- Shelley Berkeley, U.S. House of Representatives
- Jan Berry, Nevada District Court Judge
- Barbara Buckley, Nevada Assembly
- Chris Giunchigliani, Clark County Commissioner
- Bruce Hahn, Washoe County Chief Deputy District Attorney
- James W. Hardesty, Justice Nevada Supreme Court
- Joe Heck, U.S. House of Representatives
- Doug Herndon, Nevada District Court Judge
- Dorothy Nash Holmes, Judge Reno Municipal Court
- Diane Loper, Nevada Women’s Lobby Board
- Catherine Cortez Masto, Nevada Attorney General
- Juliana Ormsby, Lobbyist Nevada Women’s Lobby
- David Parks, Nevada Assembly
- Kareen Prentice, Nevada Attorney General’s Office
- Harry Reid, U.S. Senate
- Debbie Smith, Nevada Assembly
- Connie Steinheimer, Chief Nevada District Court Judge
- Jim Sweetin, Clark County District Attorney
- Frank Sullivan, Judicial District Court Judge
- Dina Titus, (former) U.S. House of Representatives
- Egan Walker, Nevada District Court Judge
- Lawrence Weekly, Clark County Commissioner

Health. Sexual assault is a health issue and key champions from the health arena are important. For example, participants from the Public Health Districts enhance the Committee’s reach and ability to respond to emerging health needs and risks, incorporate health information into primary prevention curriculum, and better understand how to address the needs and risks within the broader community. Representatives from Planned Parenthood bring perspective and understanding of the changing community demographics and where people seem to lack information on sex education. All key champions increase the Committee’s access to individuals and groups, and many can assist with primary prevention presentations. Key health champions identified during the planning stage include:

- Mike Bernstein, Southern Nevada Health District
- Laura Deitsch, Planned Parenthood of Southern Nevada
- Dr. Tracey Green, Nevada State Health Officer
- Shanee Moas, Co-president, Students United for Reproductive Justice
- Lane Olsen, ActionRED
- Andrea Rivers, Rape Prevention Education Coordinator, Nevada State Health Division
- Ken Retterath, Washoe County Department of Social Services
- Debbie Robison, Sexual Assault Nurse Examiner
- Bonnie Sorenson, Southern Nevada Health District

Media and Marketing. Key champions in this category are essential to advancing the work of the Committee. They can assist to produce and promote the Committee’s primary prevention messages in print and electronic formats, ensuring the best placements for feature stories, press releases, and public services announcements (PSAs). They can serve as spokespersons and help promote the “No More” national campaign and other bystander initiatives in Nevada. Key champions from media and marketing are:

- Melody Brewer-Lotus Radio Corp., KOZZ
- Victoria Campbell, Sierra Media Group, KRNV-TV

- Mark Easter-Easter Creative Services
- Bob Fisher, President and CEO of the Nevada Broadcasters Association
- Paula Francis, Channel 8 KLAS-TV
- Laura Herlovitch, PR Plus, Inc.
- Monica Jaye, Cumulus Media, KKOH Radio, 780 AM
- Sean Patrick, Fox News Radio, 99.1 FM
- Nina Raditich, Channel 13 KTNV-TV
- Chris Saldana, Channel 8 KLAS-TV
- Shelby Sheehan, Sierra Media Group, Channel 4 KRNV-TV
- Susan Somers, FM Marketing

Business. Contributions from the key champions from business and industry position the Committee for success in achieving the plan’s goals and objectives. These individuals can provide access to speaking engagements (e.g., for primary education or as a charity event), serve as referrals to other businesses and contacts, promote the bystander intervention message, provide in-kind professional services for strategy implementation. Business champions can help identify opportunities for leveraging existing resources and obtaining additional funding; and serve as spokespersons, thereby extending the credibility of the Committee. Key champions from business include:

- Gwen Migita, Caesars Entertainment
- Mike Norman, New York Life
- Laurie Jo LaFollette, Nordstrom’s Store Manager
- Tracy Turner, Western Nevada Community Foundation
- Kelly Peterson, local philanthropist and business owner
- Brenda Shank, NV Energy
- Kristy Hawke, Nevada Women’s Expo

Broad-based Community Support

The planning committee identified five target audiences to work with to build broad-based community support. They are Nevada school districts, statewide educators and legislators, community members, tweens, teens and young adults (5th graders through 24 year olds), and parents and other caregivers. Following are the communications goals for each of the target groups and the best approaches for connecting with each.

Target Audience: Nevada School Districts

Communication Goals:

- Communicate the continued need for education on dating assault, healthy relationships
- “Advertise” curriculum
- Benefits of having SAP Committee coming into the schools
- Schools as role models
- The need for prevention education
- Partnering to bring services in to support students (all encompassing)
- Research about prevention and better student outcomes
- Fulfilling Title IX requirements
- Student retention, improved test scores, higher grades
- Improved health outcomes for youth
- Bystander approach modeling
- Supporting survivors that come forward (not re-victimizing)

Outreach Approaches:

- One on one communication
- Presentation to all counselors
- Group presentation to all incoming teachers
- Group presentation to all PTA members
- Reach through interact/social media to teachers
- Presentation for principals/in-service days
- Present as part of three-week training program (orientation for substitute teachers)
- School board presentations
- Speak to curriculum committee for sexual education
- Presentation to school bus drivers, administration staff, janitorial staff, etc.

Target Audience: Community Members

Communication Goals:

- Help individual community members to understand the value of teaching children the importance of healthy relationships
- Acknowledge issue of sexual assault and their role in preventing
- Participate in one or more of the primary prevention initiatives (bystander intervention, No More, YourSPACE, other)
- Impacting the future is easy – there’s something everyone can do to make a difference

Outreach Approaches:

- Group presentations to community-based groups
- One on one meetings with faith-based leaders
- Developing a list or menu of suggestions of what can be done at the local level
- Connect community members to an “umbrella” organization to help take the lead and support the community’s efforts
- Using technology to help keep community members up to date on issues and online education opportunities

Target Audience: Tweens & Teens & Young Adults (5th grade – 24 years old)

Communication Goals:

- Engage them to assist with communicating the importance of our curriculum
- Participate in focus groups and provide feedback on market campaign
- Participate/model active bystander behavior and promote bystander programs
- Students are key – need influential students, student leaders, participation in six-hour training
- New way of looking at and assessing interactions between peers

Outreach Approaches:

- Social media
- Meet with student council members
- Meet with sororities, fraternities, LGBTQ campus groups and leaders of large student groups
- Meet with department directors (counseling, security, Greek life, etc.)
- Work through local businesses that serve faculty and staff at UNR

Target Audience: Parents/Caregivers

Communication Goals:

- Bystanders make a difference; know how to model
- How do you talk to your kids about healthy behaviors
- Advocate at the schools for curriculum and open discussions

Outreach Approaches:

- PTA news letters
- Flyers home in school communications
- Dear Abby type column
- School email blast message
- School voice mail
- Text messaging system – outgoing alerts for crisis call’s opt-in list

Target Audience: Statewide Educators, Legislators, and District Attorneys

Communication Goals:

- To make statewide prevention curriculum mandatory through outside advocacy groups
- Demonstrating/role modeling healthy behaviors
- Set the tone for how communities respond and address sexual assault
- Funding as part of school district budgets

Outreach Approaches:

- Meet one on one with legislators
- Assist with writing new legislation
- Sponsor Bill Draft Resolution (BDR)
- Provide coaching and guidance to the Sexual Assault Prevention Planning Committee
- Participate in candidates' night or other education event

Evaluating and Updating the Plan

This plan seeks to reduce exposure to sexual assault in all communities in Nevada while more specifically focusing on improving conditions and increasing healthy relationships for youth and young adults ages 13 to 25.

The Sexual Assault Prevention Plan uses a research-based evaluation framework derived, in part, from the Results-Based Accountability Model (RBA) developed by the Fiscal Policy Studies Institute. This framework allows for ongoing flexibility and sustainability of the evaluation by establishing a model that can be used in future years to determine new accountability measures and evaluate new strategies as new priorities are identified by the focal families and students, schools, and community partners and volunteers.

The RBA framework is very effective in linking evaluation methods at the strategy (activity) level to the higher-level goals and results defined in this plan. Under this model, evaluation questions are posed in four quadrants that enable assessment of both the processes and activities conducted (*effort*) and the results or outcomes achieved for focal students and families, communities and/or systems (*effect*) while concurrently assessing both the level of activity that occurred (*quantity*) and the performance effectiveness of those activities (*quality*), as depicted in the adjacent table.

	QUANTITY	QUALITY
EFFORT	<p>Q1</p> <p>What did we do? How much service did we deliver?</p>	<p>Q2</p> <p>How well did we do it? How well did we deliver service?</p>
EFFECT	<p>Q3</p> <p>Is anyone better off (#)? How much change for the better did we produce?</p>	<p>Q4</p> <p>Is anyone better off (%)? What quality of change for the better did we produce?</p>

In each quadrant the key evaluation questions are answered with available initiative data statements using numeric counts (#), ratios/percentages (%) or scales showing the degree of change.

Effective evaluation systems are built over time as partners implement, analyze and revise and enhance tools and methods. The Sexual Assault Prevention Planning Committee will work together to build the capacity of its partners, collaborators, and the primary prevention system over the next five years in order to capture data, track trends, and share results achieved through this plan.

Logic Model

Logic models help organize information and provide a framework for planning and guidance in program implementation, training, and the allocation of personnel and resources. A logic model depicts how the primary prevention activities and strategies create changes in the overall well-being of individuals, partners, families and communities. The most basic purpose of the logic model is to provide a simplified, visual description of the Committee's activities, measures and outcomes; serving as the basis of the evaluation approach to measure the effectiveness of the strategic plan.

The logic model that follows connects the primary prevention priorities to actions that result in desired short-term, intermediate, and long-term outcomes. It also contains some of the specific indicators that will be used to tell if the Committee is making progress toward achieving its goals.

LOGIC MODEL

GOALS

Longer term, engaged Nevadans will build communities where people live free of sexual violence. Goals to accomplish within the next three to five years are:

1. Assist and collaborate with communities throughout Nevada to increase capacity for effective primary prevention of sexual violence.
2. Engage the broader community in primary sexual violence prevention.
3. Implement and evaluate a consistent, core set of proven/ effective primary prevention programs and strategies throughout the state.

INPUTS

ACTIVITIES

OUTCOMES

- Partnerships linked to implementing Title IX requirements (AG’s office, State DOE, education, etc.)
- Community Engagement Subcommittee, existing partners and key champions, RPE Coordinator, CDC resources
- Media/marketing subcontractors, Sexual Assault Prevention Planning Committee, partners and key champions; social networking sites
- Evaluation Subcommittee, local/ community partners and leaders, CDC technical supports, training resources (locations, technology, and curricula and training materials, including evaluation tools), existing curricula and menu of options
- Community Engagement Subcommittee, data collection/ targeted research, partners
- Sexual Assault Prevention Planning Committee, RPE Coordinator, media/marketing subcontractors and partners and materials

- Coordinate and expand primary prevention education, awareness and information events, including Title IX sexual violence education regulations.
- Engage diverse groups of community members, businesses, educators, public agencies, and other key stakeholders to increase the numbers and variety of people connected to and involved in the issue of sexual assault prevention.
- Produce and disseminate ongoing media (print and electronic) communications to promote core, unified message(s) of primary prevention
- Implement, evaluate and report results from research-based primary prevention programs and projects throughout Nevada
- Inventory and create menu of education activities processes for prevention education activities throughout the state

Short-term Outcomes

- Increased awareness and participation in the Committee
- Better understanding of various communities’ current capabilities and understanding related to primary prevention
- Increased numbers of community partners supporting and engaging in primary prevention activities

Interim Outcomes

- Improved communications and relationships between and among various stakeholder groups
- Increased capacity for Nevada’s counties and communities to implement and track results from primary prevention, including bystander interventions
- Increased use of research-based programs strategies, and other projects carry the messages of primary prevention

Long-term Outcomes

- Increased safety and freedom from sexual and intimate partner assault throughout Nevada
- Changes in policies, practices and public understanding and non-acceptance of behaviors and factors contributing to sexual assault

LOGIC MODEL	
PERFORMANCE MEASURES	
EFFORT	EFFECT
<ul style="list-style-type: none"> ✓ Number, diversity and consistency of involvement by governance body ✓ Number and percentage of new individuals, groups, organizations, and businesses participating in primary prevention activities ✓ Number of community and public agencies, providers and education partners participating in primary prevention messaging, program delivery and support activities through formal MOUs ✓ Number, frequency and placements of common messages ✓ System for reporting and tracking primary prevention established, used and monitored ✓ Number of communities/partners using consistent set of tools and reporting procedures ✓ Number of communities using research-driven strategies 	<ul style="list-style-type: none"> ✓ Number of individuals, groups and organizations able to respond to requests for primary prevention activities ✓ Changes in policies and/or funding to support primary prevention goals ✓ Change from baseline data for attitudes, skills and knowledge ✓ Number of resources, services and supports available for organizations and individuals conducting primary prevention activities ✓ Number of communities/partners that adopt and promote common set of messages ✓ Number of partners trained in and implementing primary prevention projects, including standardized evaluation tools ✓ Positive trends/changes from baselines for skills, knowledge, attitudes and participation rates

Conclusion

The Sexual Assault Prevention Plan is built upon the public health approach to primary prevention of sexual assault. The planning group first clarified and defined the problem; then identified the risk and protective factors; after which they researched, developed and are currently piloting and customizing a few proven prevention strategies to meet Nevada’s unique circumstances.

However, more is needed. The key to long-term impact is the Committee’s ability to promote, support and ensure strong partnerships and wide spread adoption of research-based strategies. Sustained statewide participation, commitment and engagement are essential to continued success, as the Sexual Assault Prevention Plan (SAP) Committee and its partners carryout this strategic plan.

The primary prevention strategies implemented over the next three to five years will address the four levels of risks outlined in the Centers for Disease Control and Prevention’s Ecological Model (individual, relationship, community and societal). Furthermore, the strategies will address the norms, beliefs, and systems (social and economic) that cultivate conditions leading to sexual assault.

As the Sexual Assault Prevention Planning (SAP) Committee and its partners carry out the strategies in Nevada’s Blueprint for Communities Free of Sexual Assault 2012-2016 Strategic Plan, we do so knowing that true success rests on the collective commitment of the community. We ask you to join in to support and lead the way to creating a future in which –

Engaged Nevadans build communities where people live free of sexual violence.

Glossary

Name/Acronym	Explanation
AFB	Air Force Base (Fallon, Nellis)
ASIS	American Society for Industrial Security
BCFCW	Bureau of Child, Family and Community Wellness (within the Nevada State Health Division)
BDR	Bill draft resolution
CDBG	Community Development Block Grant
CDC	Centers for Disease Control and Prevention
CYSHCN	Children and Youth with Special Health Care Needs
HHS	U.S. Department of Health and Human Services
LGBTQ	Lesbian, Gay, Bisexual, Transgender, Questioning
LVMPD	Las Vegas Metropolitan Police Department
MCH	Maternal and Child Health
MOU	Memorandum of Understanding
NBA	Nevada Broadcasters' Association
NBS	Newborn Baby Screening
NCASV	Nevada Coalition Against Sexual Violence
NCPDV	Nevada Council for Prevention of Domestic Violence
NDHHS	Nevada Department of Health and Human Services
NDOE	Nevada State Department of Education
NPPSV	Nevada Primary Prevention of Sexual Violence
NSHD – BHSPER	Nevada State Health Division - Bureau of Health Statistics, Planning, Epidemiology and Response
NSAPC	Nevada Sexual Assault Prevention Committee
NSVRC	National Sexual Violence Resource Center
PA	Physician's Assistant
PAAVE	Peers Advocating Anti-Assault Education
PLAN	Progressive Leadership Alliance of Nevada
PTA	Parent Teacher Association
RBA	Results Based Accountability
RCC	Rape Crisis Center
RPD	Reno Police Department
RPE	Rape Prevention Education Program
SAP	Sexual Assault Prevention Plan
SAPTA	Substance Abuse Prevention and Treatment Agency

Name/Acronym	Explanation
SEI	Social Entrepreneurs, Inc.
SPD	Sparks Police Department
TAASV	Texas Association Against Sexual Violence
UNLV	University Nevada Las Vegas
UNR	University Nevada Reno