PREVENTING VIOLENCE AGAINST WOMEN: A WEB-BASED APPROACH

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May 8th, 2012

Gateway to Discovery, Innovation, and Products.
Sexual Assault

- 177,000 women are sexually assaulted each year in the US.
- One every three minutes!
- 73% know their attackers.
College Campus Statistics

• 3% of college women have experienced rape or attempted rape during the academic year.

• 90% of women know the person who sexually assaulted or raped them.

• 75% of the time, the offender, the victim, or both have been drinking.
What is Web based modules

- Promotes healthy views of sexuality
- Increase the role of passive bystanders
- Focused on pre-emptive education of college aged men

6 Modules, approx. 30 minutes each

- Informed consent
- Rape myths
- Communication about sex
- Alcohol and date rape
- Empathy
- Bystander intervention
What is Available?

• Hundreds of articles describing statistics
• Flyers/pamphlets that can be distributed to students
• On-site consulting/educational programs

No 100% web-based educational programs
- 4 phase project funded by the CDC

- Focus groups
  - Information gathering and strategy development

- Content was developed between 2007-2009

- Content testing and revision – pilot study, 2009

- Randomized Control Trial – 2009-2010
Module 01 Objectives

- Consent: What does it mean - Why does it matter - How to get it
- Understand how sexual assault of women affects all men
- Numbers don’t lie - real statistics and real women around you who have been sexually assaulted or raped
Randomized Controlled Trial testing effectiveness of program (746 subjects)

Results

- **Knowledge Modification**
  - Increased perception of informed consent
  - Increased legal knowledge of informed consent *
  - Increased negative attitude towards rape *
  - Increased discomfort with sexist behaviors *
  - Decreased “hypergender ideology” - exaggeration of gender stereotypical behavior

- **Behavior Modifications**
  - Decreased sexual aggression and coercion
  - Increased bystander intervention

* persistent effect at 6 month follow up
Opportunity

• Subscription based access – AlcoholEdu business model
• Incoming freshman class/campus wide
• Market Size
  – Over 2,700 four (4) year colleges
  – Almost 1,700 two (2) year colleges
  – 18,000 high schools (health classes)

Schools have an obligation under Title IX to prevent and address harassment/assault against students