

## Sexual Violence Prevention and Education @ ASU Wellness

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October 2011

Primary prevention of sexual violence at a university with more than 72,000 students on four campuses that span 51 miles of metropolitan Phoenix is an exciting challenge! In order to meet this challenge ASU Wellness uses a variety of methods to reach wider and more distant audiences. Tools, such as online education, web-based information, quizzes and assessments, social marketing campaigns, social media, and phone apps, can be used effectively to deliver a variety of messages, education and services.

From primary prevention through tertiary prevention, from students to gatekeepers, from scare tactics to empowerment messages, the internet, the computer and the smart phone play an important role in how students get their information, how they interact with their peers and family, and how they view the world. These communication tools can be effectively used to raise awareness, educate and create a change in attitudes and behavior. These tools can reinforce messages and education delivered in more traditional ways, or can be used as stand-alone behavior change tools. Some highlighted examples used by ASU Wellness for sexual violence prevention and education follow:

- Facebook as a communication tool. ASU Wellness has a facebook fanpage, where we announce events, link to news stories and Youtube videos, disseminate our poster campaigns, invite participation, share pictures of peers involved in sexual violence prevention, explain who we are and what we do. Students and others who “like” our fanpage will get our posts on their home page and can forward this information to their facebook friends. They can “like” comments and links we post and their friends will see this, thus expanding the network of people who are reminded to take action to create a campus and a world safe from sexual violence. To view our facebook page go to <http://www.facebook.com/pages/ASU-Wellness/123798634335065?ref=ts>
- MyASU announcements and banners. ASU students access online information about their classes, events, and ASU news from MyASU frequently or even daily. Announcements and banners on MyASU are limited in number, up for the week, and have the potential to be seen by more than 72,000 people in a period of a few days. We post announcements to promote awareness activities, post social marketing posters to increase awareness of skills for getting consent and building healthy relationships, promote web-based information, campus resources, and opportunities to get involved with sexual violence prevention. Our announcements ask students to join the ASU Wellness facebook page for information direct to their facebook page and to visit our website for more information and details.

- Partnership with a student run health education website. The ASU Health and Counseling Student Action Committee (HCSAC or hack-eee-sack) has developed the “A-List” website to speak about important health and safety issues using a less formal, less professional tone. It is designed as a health education website for students by students. They have recently added a new section of material to their website to address sexual violence that mirrors our ASU Wellness website. Each website (ours and theirs) refers students or viewers to the other for additional information. To view these websites go to: <http://students.asu.edu/wellness> and <http://asu.orgsync.com/org/alist/home> .
- Online classes, such as Sexual Assault Edu. Freshman success classes usually incorporate a wellness section. Instructors understand the relationship between health, safety and learning. However, there is not enough time in the few weeks of class to cover all the relevant issues. We contracted with a private online education company, Outside the Classroom, to provide alcohol and sexual assault prevention education through a single two-hour online course. Students can take the course as a class assignment, at their own convenience. They can leave and return to the course once they have signed in. Evaluation is included. This is a great way to extend sexual violence prevention education to incoming freshmen, while also addressing the most popular wellness topic, student drinking.

### **New frontiers:**

- Quizzes and self-assessments. Many students enjoy taking quizzes to assess their wellness, their daily practices, etc. We have offered a general Personal Wellness Profile online over the past four years that engages students in learning about their own health status and behaviors. It connects them to campus resources and activities to encourage and support positive change. This is one of our most popular programs, however has very few questions relevant to consent, relationships and violence. Going forward we will be developing online self-assessments to help students learn about their relationships, boundaries, attitudes about consent, power and control to help them better understand their strengths and challenges, and where to find support to strengthen their skills.
- Smart phone apps. We have begun preliminary discussions with students to determine ways to use smart phone apps as a primary prevention tool. Some early ideas are to develop apps to support students’ efforts to develop respectful relationships, get help when needed, know what to do to help a troubled friend, etc. We are open to ideas and hope to have products before our next agency update.

We must be poised to keep up with the ever-changing communication tools. Stay tuned for more updates and results.