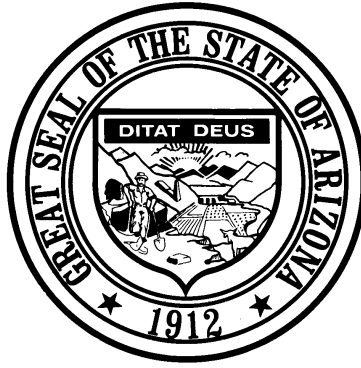


**ARIZONA
SEXUAL VIOLENCE
PRIMARY PREVENTION
AND EDUCATION
EIGHT YEAR PROGRAM PLAN**

Arizona Department of Health Services
The Bureau of Women's and Children's Health
Sexual Violence Prevention and Education Program

January 2010



Leadership for a Healthy Arizona

Janice K. Brewer, Governor
State of Arizona

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FOREWORD

Sexual violence affects men, women, and children in every community in Arizona. Even if we have been fortunate enough not to be affected personally, we all know someone who was molested as a child, sexually abused as a teen, or raped, even if we are not aware of his or her trauma. We care about these people: they are our sisters, our brothers, our co-workers, and our neighbors. We want them to heal—and we want to prevent others from experiencing the same life-altering devastation.

In 2007, the Arizona Department of Health Services/Sexual Violence Prevention and Education Program, under the direction of Carol Hensell, Program Manager, established the Sexual Violence Prevention Planning Committee. This committee was comprised of representatives from every corner of the state, and included state and county public health departments, social service agencies, law enforcement and public safety agencies, justice system, medical providers, faith communities, and youth organizations. Diverse in experience and expertise, we were united in our commitment to prevent sexual violence in all of its forms.

The committee met four times during 2007 and 2008 to develop a prevention plan based on the needs and resources assessment. This report is a result of that process. During the four all-day meetings, members of the committee developed the plan's sexual violence prevention vision statement, and based on needs and priorities identified in the needs assessment, drafted goals, outcomes, and strategies for the final strategic plan. The vision statement reflects our belief that all Arizonans have the right to live free from sexual violence, and our collective and individual commitment to work toward that future.

Despite our idealism, we have developed a plan grounded firmly in reality. We insist that all work must be based on best practices in the field, and must be held accountable through thorough evaluation, and that innovation and creativity must be encouraged to develop locally meaningful programs. Our strategies are based on a socio-ecological model in which bystander intervention messages are delivered at the individual, interpersonal, community, and social level. We recognize that implementation will require strong political will and community advocacy over an extended period of time. Changing false beliefs about sexual violence and passive acceptance of behaviors that facilitate it will take prolonged investment of resources and energy. It is the vision we share as Arizonans—our diverse communities united in a culture that does not tolerate sexual violence—that gives us the determination to implement this plan. We know that it is possible. We thank all of those whose work has already contributed to that dream, and we welcome those who will join us to make our vision a reality.

*Rowan Frost
Member of the Sexual Violence Prevention Planning Committee*

EXECUTIVE SUMMARY

“There is a need for more public awareness around the issues of sexual/relationship violence.... All too often youth and young adults are unaware and ill-equipped to address issues of domestic and relationship violence in their lives.”

Delphi Respondent

In 1996, an amendment was added to the Preventive Health and Health Services Block Grant (PHHSBG) that authorized funds for rape prevention and education. Under the Violence Against Women Act of 2000, several changes became law. In 2001, the PHHSBG created a new stand-alone categorical grant, the Rape Prevention and Education Program (RPEP) Grant Program, and designated the Centers for Disease Control/National Center for Injury Prevention and Control (CDC/NCIPC) the programmatic responsibility for this new grant. In 2006, RPEP was renamed the Sexual Violence Prevention and Education Program (SVPEP) to reflect its broader goals of ending all sexual violence.

In order to continue to provide crucial sexual violence prevention and education services to its statewide community, the Arizona Department of Health Services, Sexual Violence Prevention and Education Program (ADHS/SVPEP) began comprehensive planning in November 2006, the second year of a five-year funding cycle from CDC/NCIPC. As recommended by CDC, ADHS/SVPEP used the ***Guidance Document for the Sexual Violence Prevention and Education Cooperative Agreement CE07-701(Rape Prevention and Education)*** to guide its planning process. This document provided detailed information on several key public health concepts and updated guidance on planning expectations outlined in CDC/ NCIPC, Sexual Violence Prevention and Education Cooperative Agreement CE07-701 for Part A grantees.

Aha! Inc., state contractors for facilitation, organizational development and planning, coordinated the planning, facilitation, and writing of this Comprehensive Prevention Plan.

As recommended by the CDC *Guidance* document, a sexual violence prevention planning committee was created. A diverse group of individuals from sexual assault coalitions, state agencies, non-profit agencies, military, and community-based entities were recruited. Twenty-seven individuals became members of Arizona’s sexual violence prevention planning committee.

As part of the planning process, a comprehensive statewide needs and resources assessment was conducted to provide data to inform the development of the plan. This assessment included the following:

- Description of the geographic area of interest;
- Review of Arizona demographic and economic data;
- Review of present sexual violence prevention and education assets and resources;
- Description of present influential circumstances in Arizona;
- Assessment of the magnitude of sexual violence in Arizona;
- Profiles of three major Arizona counties;
- Identification of gaps in Arizona’s ability to track the statewide magnitude of sexual violence;
- List of risks and protective factors;
- Focus group and Delphi survey data.

As a result of this extensive needs and resources assessment, five needs were identified.

- Sexual violence prevention education in schools and universities;
- Healthy relationship/respect training, self-esteem for kids;
- More prevention funding, more sources of funding;
- Education of communities, all populations, including hospitals;
- Media campaign, public service announcements.

The Sexual Violence Primary Prevention Committee (SVPPC) SVPPC met four times to develop a prevention plan based on the needs and resources assessment. During four all-day meetings, members developed a shared definition of sexual violence and a vision statement. Based on needs and priorities identified in the needs assessment, committee members drafted goals, outcomes, and strategies for the final strategic plan.

The plan was developed as a means of achieving the vision of a culture that supports healthy, respectful relationships through primary prevention efforts and zero tolerance of sexual violence in Arizona communities.

Arizona's Comprehensive Prevention Plan has three goals:

- Increase respect for self and others through sexual violence prevention education for Arizona children, youth, and young adults;
- Increase Arizonans' engagement in sexual violence prevention;
- Increase Arizona's resources to support sexual violence prevention and education.

The goals listed above will be accomplished through various strategies that include statewide media campaigns, identification of sustainable funding sources through mandatory fees of convicted sex offenders and prevention education for;

- Youth from kindergarten through 12th grade,
- Young adults through age 24 with a targeted focus on those attending state universities and local community colleges) as well as young adults through age 24, both on and off college university campuses,
- Lesbian, Gay, Bisexual., Transgender and Questioning Youth,
- Faith-based organizations,
- Staff employed at alcohol serving establishments.

The committee members were resolute in their belief that the prevention of sexual violence is a community issue and proposed working with some non-traditional partners such as nightclubs/bars, faith based organizations and professional sports teams. The committee also established measurable outcomes for each goal as means of tracking and reporting on progress during the life span of the Arizona Sexual Violence Primary Prevention and Education Eight Year Program Plan.

SEXUAL VIOLENCE PREVENTION PLANNING COMMITTEE

LIST AND AFFILIATIONS OF ARIZONA'S SEXUAL VIOLENCE PREVENTION PLANNING COMMITTEE MEMBERS

The table below lists committee members and their affiliations at the time this plan was developed.

Arizona Sexual Violence Prevention Planning Committee Members

Arizona Sexual Violence Prevention Planning Committee Members	
Name	Affiliation
Albert Crespo	Governor's Office for Children, Youth and Families Division for Women
Barbara Strachan, M.Ed. Juvenile Justice Program Manager	Girl Scouts, AZ Cactus-Pine Council Inc.
Carol Hensell, Sexual Violence Prevention and Education Program Manager	Arizona Department of Health Services/Bureau of Women's and Children's Health
Deborah Morrison, Sexual Assault Response Coordinator	SARC, Davis-Montham Air Force Base
Dorothy Hastings, Education Section Manager	Arizona Department of Health Services/Bureau of Women's and Children's Health
Elizabeth Ditlevson, Director of Domestic Violence Services	Arizona Coalition Against Domestic Violence
Elizabeth Houde, President/CEO	Arizona Sexual Assault Network
Evelyn Perez, CMSW	Luke Air Force Base
JAnn Pope, Rural Domestic Violence Services Network Program Manager	Arizona Department of Health Services/Bureau of Women's and Children's Health
Jean Agamie, Director of School Safety and Prevention	Arizona Department of Education
Joice Jones, Sexual Assault Response Coordinator	SARC, Luke Air Force Base
Karen Stegenga, Crime Prevention Officer	Mesa Police Department
Kate Henderson, Crime Victim Services	Arizona Department of Public Safety
Kay Pulatie, Employee Assistance Programs Counselor	Scottsdale Healthcare
Kim Yedowitz, Registered Nurse, Sexual Assault Nurse Examiner- Adults/Adolescents, Certified Forensic Nurse, CMI-III	Forensic Nurse Examiner and Consultant
Laura Guild, Domestic Violence Program Coordinator	Arizona Department of Economic Security
Lawanda Roberson	Beacon Light Seventh Day Adventist Church
Leah Myers, Program Administrator	Governor's Office for Children, Youth and Families Division for Women
Maria E. Chaira, Health Educator	Yuma County Health Department
Martha Rodriguez, Program Coordinator	Yuma County Health Department
Nicole P. Yuan, Ph.D. Assistant Professor, Principal Investigator	Sexual Violence Prevention and Education Program, Mel and Enid Zuckeman College of Public Health, University of Arizona
Pam Wessel, Director of Victim Services	Attorney General's Office
Rachel Mitchell, Sex Crimes Bureau Chief	Sex Crimes Bureau
Rowan Frost, MPA	University of Arizona, Mel and Enid Zuckeman College of Public Health, SVPEP
Sheila Sjolander, MSW, Bureau Chief	Arizona Department of Health Services/Bureau of Women's and Children's Health
Sonja Burkhalter, ED	Northland Family Help Center, Flagstaff
Therese Wagner, Director	Maricopa County Adult Probation

PURPOSE OF THE COMPREHENSIVE PRIMARY PREVENTION PLAN

“If we want to end sexual violence, putting money in primary prevention will give us the biggest bang for our buck.”

Delphi Respondent

HISTORY

In 1996, an amendment was added to the Preventive Health and Health Services Block Grant (PHHSBG) that authorized funds for rape prevention and education. Under the Violence Against Women Act of 2000, several changes became law. In 2001, the PHHSBG created a new stand-alone categorical grant, the Rape Prevention Education Program (RPEP) Grant Program, and designated the Centers for Disease Control/National Center for Injury Prevention and Control (CDC/NCIPC) the programmatic responsibility for this new grant. In 2006, RPEP was renamed the Sexual Violence Prevention and Education Program (SVPEP) to reflect its broader goals of ending all sexual violence.

In order to continue to provide crucial sexual violence prevention and education services to its statewide community, the Arizona Department of Health Services, Sexual Violence Prevention and Education Program (ADHS/SVPEP) began comprehensive planning in November 2006, the second year of a five-year funding cycle from CDC/NCIPC. As recommended by CDC, ADHS/SVPEP used the **Guidance Document for the Sexual Violence Prevention and Education Cooperative Agreement CE07-701(Rape Prevention and Education)** to guide its planning process.

PURPOSE OF THE PLAN

Historically Sexual Violence Prevention and Education Programs have focused on reducing the risk of victimization or raising awareness of sexual violence. Although these efforts have been beneficial to communities, they have not targeted primary prevention of sexual violence as defined as “an effort or strategy to prevent a problem *before* it occurs the first time.”

In order to prevent sexual violence from initially occurring, strategies are needed that stop first time perpetration rather than relying on efforts that seek only to reduce the risk of victimization. To facilitate the transition to primary prevention, the CDC is supporting states in establishing effective, comprehensive prevention plans. The goal of this development process is for states to collaboratively design through inclusive, community stakeholder involvement realistic, data-driven, and outcome-based comprehensive primary prevention program plans. These plans include goals and measurable outcomes and strategies that target prevention of both first time perpetration and victimization. Through these plans, state SVPEP grantee administrators can effectively monitor, evaluate, and modify SVPEP programs in their implementation of their state SVPEP plans.

In addition to assisting states, these new comprehensive prevention plans assist the CDC. The Government Performance and Results Act (GPRA) of 1993 is a law that requires federal agencies to identify both long term and annual goals, collect performance data, and justify budget requests based on these data. In response to GPRA, the Program Assessment Rating Tool (PART) was developed to assess and improve federal program performance and effectiveness. PART provides a framework for targeting and designing program improvements

by linking program actions to intended outcomes and identifying program strengths and weaknesses to inform funding and management decisions aimed at making the program more effective. The PART measures approved by the Office of Management and Budget (OMB) for the SVPEP program are:

Annual Performance Measure: reduce victimization of youth enrolled in grades 9-12 as measured by reduction in the lifetime prevalence of unwanted sexual intercourse;* and

Long-term Performance Measure: impact self-reported victimization of youth enrolled in grades 9-12 as measured by reduction in the lifetime prevalence of unwanted sexual intercourse*

*based on Youth Risk Behavior Survey data

The alignment of SVPEP comprehensive state plans to appropriate CDC Goals for Healthy People in Every Stage of Life, Healthy People in Healthy Places, and the proposed National PART Objective will provide Congress and other stakeholders' valuable information on the progress and impact on attaining the goals and the PART Objective. Thus, it is important for states to have population-based data sources. These data sources, including surveillance information, could be used to measure program impact as well as the progress in attaining CDC's Goals and the proposed PART Objective.

SHARED DEFINITION OF SEXUAL VIOLENCE

“Work primary sexual violence prevention into our day-to-day conversations; encourage the courage to say, ‘It’s not all right.’ Values are the same core values in every culture. What’s right is right, what’s wrong is wrong.”

Phoenix Focus Group Member

THE SVPPC SHARED DEFINITION OF SEXUAL VIOLENCE

*Arizona’s Sexual Violence Prevention Planning Committee
Definition of Sexual Violence*

“any sexual act, attempt to obtain a sexual act, unwanted sexual comments or advances, or acts to traffic a person’s sexuality, using coercion, threats of harm or physical force, by any person regardless of relationship to the victim, in any setting, including but not limited to home and work.”

PREVENTION VISION

“Programs should be implemented at all Arizona schools that teach individuals to respect themselves and each other. These programs must be evidence-based and be expandable to all community members, not only students.”

Delphi Respondent

Arizona’s Sexual Violence Prevention Vision Statement

“The Arizona community embraces a culture that values healthy, respectful relationships, as demonstrated through primary prevention efforts and non-tolerance of sexual violence.”

NEEDS AND RESOURCES ASSESSMENT

*“We live in a community where it is OK to rape women.
Rapists do not go to jail and rapists know they won’t go to jail.”*

Flagstaff Focus Group Member

OVERVIEW

A statewide needs and resources assessment provides fundamental data essential to the development of an inclusive and relevant statewide and community-based strategic plan for sexual violence prevention and education. An effective assessment process requires data from a variety of sources and perspectives. Analysis of current programs and demographics and identification of current and changing conditions also are essential for the development of a vital state prevention plan that can adapt to the changing conditions and environment within Arizona.

This chapter provides a state assessment that includes a review of Arizona’s demographic and economic data, primarily from the U.S. Census Bureau 2006 American Community Survey (ACS). Also included are separate profiles for major regions of Arizona. This chapter describes present influential circumstances in Arizona and a listing of present assets and resources in Arizona, including currently funded sexual violence prevention and education programs. In addition, the chapter presents data on the magnitude of sexual violence in Arizona. Finally, the chapter presents the methodology and findings of two major statewide needs assessment efforts conducted in Fall 2007.

GEOGRAPHIC AREA OF INTEREST DEFINED AND DESCRIBED

Arizona Sexual Violence Prevention and Education Resources

Most sexual violence funding is provided for the intervention and after the act of sexual violence has been committed. Several sources of funding exist to aid victims of sexual assault, but there is only one federal funding source dedicated to prevention of sexual violence: the stand-alone categorical grant administered by the CDC, the Sexual Violence Prevention and Education Program.

During the last funding year (November 1, 2008- October 31, 2009), the ADHS/SVPEP provided funding to eight programs in three Arizona counties: Coconino, Maricopa, and Pima. Over the past years, the SVPEP has received between 1-3% cuts in each funding cycle. Funding for the current fiscal year (November 1, 2009 – October 31, 2010) is undergoing a cut of the allotted \$711,008 funding. The program also receives \$125,693 from the Preventative Health and Health Services Block Grant (PHHSBG). Funded SVPEP primarily provide education in the schools and communities, as well as to service professionals. When possible, the programs undertake a saturation technique, which includes workshops built upon one another. They also cover the individual, relationship, community, and societal layers of the social-ecological model. Methods for awakening and increasing public awareness include printed resource materials to students and the community through handouts, posters (at the university level), and brochures. Other efforts, although not primary prevention, include providing communities with information

through newspaper articles, radio spots and appearances, and television stories and appearances.

Present Influential Circumstances in Arizona

Like the rest of the nation, Arizona has endured serious negative economic news. Shortfalls in municipal, county, and state budgets have required government officials to make difficult choices in order for Arizona, at all governmental levels, to live within its means. State agencies have experienced significant budget cuts and have been in a hiring freeze since February 2008.

In spite of the national and state economic downturn, Governor Brewer continues to address sexual violence in Arizona. The Governor's Commission to Prevent Violence Against Women is tasked with developing policy recommendations and potential legislative actions on issues impacting violence against women. The commission also oversees the implementation of those recommendations. In addition, the commission supports the coordination and expansion of successful prevention initiatives as well as services for victims of domestic and sexual violence. It serves as a clearinghouse for domestic and sexual violence related work in Arizona, and seeks to unite and enhance statewide efforts to prevent and end domestic and sexual violence.

In the Governor's Office, there also is a Division for Women, which is committed to ensuring that all women in Arizona live productive, healthy lives, free from violence, with access to health care and an adequate means of self-sufficiency. The Division administers grants, provides training and information, and guides public policy on issues critical to women. The Division administers federal funds including the STOP Violence Against Women formula funds, Rural Domestic Violence and Child Victimization grant, Women's Workforce Development grant, and the Innovative Domestic Violence Prevention Grant. The Division also staffs the Governor's Commission to Prevent Violence Against Women.

In addition to the Governor's Office activities, several Arizona Departments are actively involved in supporting sexual violence prevention and education. For example, the Arizona Department of Education has a vision to develop youth to act and live with positive character values. Through their Character Education and Development efforts, their mission is to inspire and support educators, parents and others who touch the lives of youth to instill in youth the traits of positive character. Character education teaches universally accepted values, such as trustworthiness, respect, responsibility, fairness, caring and citizenship, and motivates youth to incorporate these values into their lives. The focus on teaching youth respect and self-esteem lays a cornerstone for the prevention of sexual violence.

Arizona will be a leader and model state for character education by providing voluntary education and training on the core values of trustworthiness, respect, responsibility, fairness, caring and citizenship to educators, leaders of youth nonprofit organizations, children and their families in Arizona. This will be made possible through collaborations with businesses, educators, community organizations, the State of Arizona, state, and local agencies that deal with parents and youth, youth sports programs and all stakeholders that work with youth.

Profiles of Three Major Arizona Counties

There are 15 counties in Arizona: Apache, Cochise, Coconino, Gila, Graham, Greenlee, La Paz, Maricopa, Mohave, Navajo, Pima, Pinal, Santa Cruz, Yavapai, and Yuma. Three of the major counties are Maricopa, Pima, and Coconino. These three each have a state college or university: Arizona State University is based in Tempe, Maricopa County; University of Arizona is based in Tucson, Pima County; and Northern Arizona University is in Flagstaff, Coconino County. According to the 2006 FBI Uniform Crime Report, the rate of forcible rape in Flagstaff (77.2 per 100,000 residents) was more than twice as great as the rate of forcible rape throughout Arizona (31.5 per 100,000 residents).

The FBI's Crime Statistics are provided in the next section of this report: *Magnitude of Sexual Violence in Arizona*.

Maricopa County. Maricopa County is the largest Arizona County. Four of the five most highly populated Arizona cities are in Maricopa County: Phoenix, Mesa, Glendale, and Chandler.

General census data: <http://quickfacts.census.gov/qfd/states/04/04013.html>

Population: 2006 estimate: 3,768,123 (growth 22.6% from 2000-2006)

White: 88.7%

American Indian: 2.0%

Black: 4.5%

Asian: 2.9%

Hispanic: 30%

Language other than English spoken at home, age 5+: 24.1%

Median annual household income, 2004 \$48,304

Persons below poverty line, 2004: 13.3%

Land area, square miles (2000): 9,203.14

Persons per square mile (2000): 333.8

Adult Felony history:

2005: 120 sexual assaults

2006: 100 sexual assaults

Source: <http://www.mcaodocuments.com/annual-report/2006.pdf>, p. 23)

Crime Statistics for 2007:

Number of offenses, regardless of number of offenders

(From Crime in Arizona 2007 Report, An annual report compiled by Access Integrity Unit of the Arizona Department of Public Safety, written by Roger L. Vanderpool, Director.

http://www.azdps.gov/crimereport/2007_Crime_in_Arizona.pdf)

Forcible Rapes: 1045

Rape by Force: 901

Attempts to Commit: 144

Aggravated Assaults: 10,627

Pima County. Pima County is the second-largest county in Arizona. Arizona's second-largest city, Tucson, is in Pima County.

General census data: <http://quickfacts.census.gov/qfd/states/04/04019.html>

Population: 2006 estimate: 946,362 (growth 12.2% from 2000-2006)

White: 88.8%

American Indian: 3.4%

Black: 3.4%

Asian: 0.2%

Hispanic: 32.5%

Language other than English spoken at home, age 5+: 27.5%

Median annual household income, 2004: \$38,687

Persons below poverty line, 2004: 15.6%

Land area, square miles (2000): 9,186.27

Persons per square mile (2000): 91.9

Crime Statistics of 2007:

Number of offenses, regardless of number of offenders

(From Crime in Arizona 2007 Report, An annual report compiled by Access Integrity Unit of the Arizona Department of Public Safety, written by Roger L. Vanderpool, Director.

http://www.azdps.gov/crimereport/2007_Crime_In_Arizona.pdf)

Forcible Rapes: 381

Rape by Force: 331

Attempts to Commit: 50

Aggravated Assaults: 2853

Coconino County. Coconino County's major city is Flagstaff, which is home to Northern Arizona University.

General census data: <http://quickfacts.census.gov/qfd/states/04/04005.html>

Population: 2006 estimate: 124,953 (growth 7.4% from 2000-2006)

White: 66.7%

American Indian: 28.8%

Black: 1.3%

Asian: 1.2%

Hispanic: 12.1%

Language other than English spoken at home, age 5+: 28.2%

Median annual household income, 2004: \$40,040

Persons below poverty line, 2004: 16.5%

Land area, square miles (2000): 18,617.42

Persons per square mile (2000): 6.2

Crime Statistics of 2007:

Number of offenses, regardless of number of offenders

(From Crime in Arizona 2007 Report, An annual report compiled by Access Integrity Unit of the Arizona Department of Public Safety, written by Roger L. Vanderpool, Director.

http://www.azdps.gov/crimereport/2007_Crime_In_Arizona.pdf)

Forcible Rapes: 74

Rape by Force: 70

Attempts to Commit: 4

Aggravated Assaults: 389

MAGNITUDE OF SEXUAL VIOLENCE IN ARIZONA

Arizona has experienced rapid growth over the past twenty years. This population explosion has proportionally increased the number of cases of sexual victimization. Crime statistics were shared for Maricopa, Pima, and Coconino Counties.

Nationally, reports of rape incidences were higher for younger populations, although the statistics do not indicate whether this higher incidence of rape for younger populations was due to a higher number of crimes or greater reporting of sexual offences. The national data also shows that most women had reported being raped at a young age, less than 24 years old. Arizona has a growing population under 25 years old. Based on these national rape trends, Arizona will need to focus on effective sexual violence prevention strategies for youth.

Arizona has a higher Native American population than many other states. According to the U.S. Department of Justice/Office of Justice Programs' *Extent, Nature, and Consequences of Rape Victimization: Findings from the National Violence Against Women Survey*, Native Americans have a higher incidence of rape compared to other racial and ethnic groups.

Age and ethnicity shifts plus Arizona's increased population are factors that impact the incidence of sexual violence in Arizona. The Arizona Department of Public Safety, *Crime in Arizona 2006*, stated that 1909 rapes (1659 completed and 250 attempted) were reported to law enforcement. Arrests were made in 218 cases (29.5%). Of those individuals arrested for rape in 2006, 191 were adult males and 27 were male juveniles. According to the Arizona Criminal Justice Commission (2007), *The Reporting of Sexual Assault in Arizona: 2004 and 2005*, there were 470 charges of sexual assault in 282 reports in 2004. Note that a report can contain more than one sexual assault charge. From these reports, 69 convictions were obtained, of which 55 were for the original charge of sexual assault. Referring to the U.S. Department of Justice/Office of Justice Programs' *Extent, Nature, and Consequences of Rape Victimization: Findings from the National Violence Against Women Survey*, only some rapes are actually reported. In that survey, only 19% of the survey participants stated that they had reported the crime to law enforcement. Based on this data, the actual number of sexual assaults for the year would be much higher.

In comparison to the United States as a whole, Arizona had a slightly higher rate of rape. According to the FBI's *Crime in the United States, 2006: Uniform Crime Reports (UCR)*, in 2006:

- Arizona had 31.48 rapes per 100,000 compared to average of 30.88 rapes per 100,000 for the entire United States.
- Arizona's overall number of 31.48 rapes per 100,000, however, does not reflect the discrepancies in the number of rapes within cities.
- Flagstaff had a rate of 77.2 rapes per 100,000 residents.
- Tucson had a rate of 54.93 rapes per 100,000 residents.

- Yuma and the Phoenix area were lower; Yuma had a rate of 37.53 rapes and Phoenix had a rate of 36.25 rapes per 100,000 residents.

Clearly, there are geographical differences within the state.

The FBI's *Crime in the United States, 2006: Uniform Crime Reports*, provides a comparison of 2005 and 2006 population and rate of forcible rapes per 100,000 data. The comparison of the 2006 data to 2005 data shows that although the population increased in Arizona and nationally, the number of rapes decreased. Nationally, the rate decreased from 31.69 rapes per 100,000 in 2005 to 30.88 rapes per 100,000 in 2006, a decrease of 1.6%. The decrease in rape rate in Arizona was twice as great as the decrease in rape rate for the whole United States. In Arizona, the rate decreased from 33.70 rapes per 100,000 inhabitants in 2005 to 31.48 rapes per 100,000 in 2006, a decrease of 3.2%.

The national, regional, and Arizona state data indicate the significant impact of sexual violence and the need to provide effective prevention strategies. Individual states and local communities need to aggressively and collaboratively design prevention plans to curb sexual violence.

GAPS IN DATA AND SERVICES

Arizona's ability to track the statewide magnitude of sexual violence provides serious gaps in the knowledge we have about the incidents of sexual violence. One of the issues Arizona faces is how rape is defined when it is included in the crime statistics. The FBI UCR definition of forcible rape is "the carnal knowledge of a female (adult) forcibly and against her will. Statutory rape (no force used and the victim is under the age of consent) is excluded." Therefore, not included in the FBI statistics are females under age 18 or males of all ages who have been raped. By its definition, the number of rapes reported is much lower than the number of rapes or attempted rapes that actually occurred. In addition, sexual violence is much more than heterosexual rape as defined by penetration. The Arizona SVPPC has defined sexual violence as "any sexual act, attempt to obtain a sexual act, unwanted sexual comments or advances, or acts to traffic a person's sexuality, using coercion, threats of harm or physical force, by any person regardless of relationship to the victim, in any setting, including but not limited to home and work."

The difference between the FBI definition of forcible rape used to compile their crime statistics and the much more inclusive Arizona definition of sexual violence creates a great un-bridged gap that impedes accurate tracking of occurrences of sexual violence. Data on other types of sexual assault, including unwanted sexual comments or advances, are not systematically collected. In addition, many victims of sexual violence are hesitant to report the occurrences because of multiple reasons, including embarrassment, fear of reprisal, and family honor.

DESCRIPTION OF THE QUANTITATIVE AND QUALITATIVE DATA SOURCES USED TO INFORM THE DEVELOPMENT AND PRIORITIZATION OF GOALS

Multiple quantitative and qualitative data sources were used to shape the development and prioritization of goals. In September 2007, the Arizona Department of Health Services, Sexual Violence Prevention and Education, under the direction of Carol Hensell, Program Manager, retained the services of an Arizona state contractor, Aha! Inc. The Aha team of Suzy Seibert

and Cindy Turner were contracted to design and facilitate the needs assessment process, to facilitate the work of the Sexual Violence Prevention Planning Committee, and to draft the Eight-Year State Plan for Sexual Violence Prevention in Arizona. The Aha team and Ms. Hensell elected to use focus groups and a two-level Delphi Investigation survey process in order to access broad, inclusive, and diverse participation in the needs assessment process.

The data gathering processes are complementary and mutually exclusive, and they provide excellent balance. Focus groups employ an interactive process through which participants respond to a set of questions and typically group discussion ensues. Individual responses in focus groups are naturally influenced by the responses from other participants. In contrast, the Delphi is an information collection method through which individuals can provide reflective written responses and freely express their own ideas, issues, and concerns. The Delphi process can be successful with as few as 6 to 12 panelists, independent of each other, who respond to a set of questions. Delphi respondents do not interact with each other. In a Delphi survey process, participants are assigned numbers that are used to record their responses. Feedback is anonymous and aggregated.

Focus Group Process

On September 26, 27, and 28, 2007, focus groups were conducted in Flagstaff, Phoenix, Tucson, and Yuma. These locations were selected because they are major population centers in Arizona, and they include large youth populations (K-12 and post-secondary), multiple cultures and ethnicities, and are in different regions of the state (northern, central, southern, western). Each focus group was approximately two hours, included 6 to 12 participants, and featured a variety of stakeholders in sexual violence prevention. Focus group participants were recruited by locally funded contractors and followed the same agenda framework.

After the overview, focus group participants at all four sites were asked to respond to eleven questions. These are listed in the following box.

- 1. Is sexual violence a serious problem in your community/town/county?***
- 2. In your opinion, how big is the problem in your community?***
- 3. Why do you think sexual violence is occurring in your community?***
- 4. Who in your community do you think is most affected by sexual violence?***
- 5. Do you think certain population groups appear to be at a higher risk of experiencing sexual violence?***
- 6. When you think about current primary prevention approaches in your community, where do you think that there are gaps in services?***
- 7. What are the major (barriers) issues and concerns unique to your community in creating effective sexual violence primary prevention strategies?***
- 8. What are your suggestions on how changes can be made at a community level? At a societal level?***
- 9. When you think of primary prevention, what comes to mind as the most innovative and effective approaches that you would like to see in place in Arizona?***
- 10. What do you think might prevent you from being able to implement effective PRIMARY sexual violence prevention strategies?***
- 11. Are there any additional ideas or information that you would like to share with us?***

Focus Group Findings

Members of all four focus groups stated that sexual violence is underreported, and that individuals are afraid to approach law enforcement, issues which are interrelated. These same members mentioned that providing sexual violence prevention education in schools and clearly defining sexual assault were possible solutions to the problem of sexual violence. They also identified cultural ideas about relationships and stereotypical roles as barriers to ending sexual violence.

Delphi Survey Process

The Delphi Investigation survey process is an information collection method well suited for evaluations that focus on: "What do we need?" Named after an oracle who predicted the future, Delphi is ideally suited for needs assessments or analyses of future directions. Delphi investigations are multi-level. Level One presents a broad perspective of questions for written response from participants.

Delphi Survey Findings: Delphi One

The Delphi One survey was sent to 54 individuals in the state who have an interest in sexual violence prevention. The survey asked one question with an open-ended response: "What are the most urgent and critical needs and conditions that must be addressed in your specific community and/or statewide to prevent sexual violence? Please explain. Provide details."

There were 33 responses to the Delphi One survey. Responses were sorted into the following categories: "Funding and Resources," "Collaboration," "Education," "Media," "Programs," and "Other." In addition, the responses to each of these categories were noted as either primary prevention or secondary prevention. The definition of primary prevention had been given as part of the Delphi One survey, but despite this, there still seemed to be confusion about which activities were primary or secondary prevention. For the purposes of Delphi Two, only the primary prevention topics were used.

Whenever possible, similar responses were generalized and tabulated in order to show what issues were most important to respondents. Over half of the Delphi One survey respondents (19 of 33 respondents, 57.6%) identified the need for sexual violence prevention education programs in schools and universities. The second most-identified need was for education about healthy relationships, self-esteem and respect (16 of 33, 48.5%). Fourteen respondents (42.4%) identified the need for education for the communities, including hospitals (14 out of 33 or 42.4%). A third of the Delphi respondents (11 of 33) identified the need for more funding sources for prevention as the most urgent and critical need. The fifth most-cited need was the need for a media campaign including public service announcements, which was mentioned by 9 out of 33 respondents, or 27.3%. The following chart shows these general responses and the number of respondents who mentioned them in their survey replies. In order to be included on the chart, an issue had to be identified by at least two respondents. The yellow highlighted items are the most frequently mentioned topics. The five most frequently mentioned topics became the top five needs, ranked by the number of respondents who mentioned them in their survey reply.

Table 5
Needs/Issues Identified by Delphi One Participants

Identified Issue/Need	Delphi One		
	#	%	Rank
Education			
Sexual violence prevention education in schools & universities	19	57.6%	1st
Healthy Relationship/Respect Training, Self-Esteem for kids	16	48.5%	2nd
Educate communities, all populations, including hospitals	14	42.4%	3rd
Alcohol & drug use & sexual violence, drinking & dating norms	6	18.2%	
Bystander Training	4	12.1%	
Peer Education	4	12.1%	
Educate schools on mandatory reporting	3	9.1%	
Professional development for educators	3	9.1%	
Raise awareness to support programs providing services	3	9.1%	
Educate parents (how to talk about healthy/unhealthy, SV)	2	6.1%	
Educate professionals to screen and identify victims	2	6.1%	
Internet safety courses for children, teens, parents	2	6.1%	
Funding & Resources			
More prevention funding, more sources	11	33.3%	4th
More manpower & equipment, health educators, programs	5	15.2%	
Funding support from Governor's Office	2	6.1%	
Collaboration			
Engage men in effort, SV issues not gender specific	8	24.2%	
Work together, with community leaders, raise awareness	7	21.2%	
Work with media	2	6.1%	
Media			
Media campaign, PSAs	9	27.3%	5th
Combating positive perception of violent male role models	4	12.1%	
Degrading language, actions in cultural and societal norms	3	9.1%	
Programs			
Resources and referral for victims	7	21.2%	
Expansion of current programs, additional prevention progs.	5	15.2%	
Treatment for perpetrators	5	15.2%	
Emergency Housing	3	9.1%	
Positive youth development	2	6.1%	
Crisis intervention to sexual abuse survivors	2	6.1%	
Family Advocacy Center needed in Cochise, Apache	2	6.1%	
Mentoring	2	6.1%	
Improve medical professionals expertise in sexual assault examinations	2	6.1%	
Need more student organizations	2	6.1%	
Outreach, including Spanish-speaking, Navajo-speaking	2	6.1%	

With the exception of funding, four of the five top-ranked concerns identified in Delphi One were also frequently mentioned in the focus groups. The Table 6 shows the comparisons.

Table 6
Needs/Issues Identified by Focus Groups and Delphi One Participants

IDENTIFIED NEEDS/SOLUTIONS	FOCUS GROUPS						DELPHI ONE		
	Flagstaff	Phoenix	Tucson	Yuma	TOTAL	%	Total	%	Rank
Sexual violence prevention education in schools and universities	1	1	1	1	4	100.0%	19	57.6%	1st
Define healthy relationships / Teach healthy relationships, self-esteem, respect	1		1	1	3	75.0%	16	48.5%	2nd
Lack of money / Get more funding			1		1	25.0%	14	42.4%	3rd
Educate community/medical field			1	1	2	50.0%	11	33.3%	4th
Saturate the community with the messages/ Media campaign, PSA's	1	1	1		3	75.0%	9	27.3%	5th

Delphi Survey Findings: Delphi Two

For the second round of the Delphi process, the responses for Delphi One were tabulated, and the five most-cited needs were tabulated. A questionnaire was sent to all who participated in Delphi One. Participants were asked to select what they considered to be the top two needs from the listed five, and to provide a detailed response concerning specific strategies that could be implemented in their community and statewide to address these needs. They were also asked how these strategies would fit into the ecological model, and whether they would apply at the Individual, Relationship, Community, and/or Societal level. Sixteen of the 33 (48.5%) who were sent the Delphi Two survey responded.

In addition to providing strategies for the top two priority needs, respondents were also asked to rank all five according to what they considered the rank in priority of the need. The ranking was in exactly the same order as the needs had been ranked in Delphi One.

First need: sexual violence prevention education in schools & universities.

According to the Delphi panelists, the top need that must be addressed to prevent sexual violence is sexual violence prevention education in schools and universities. There is an acute shortage of sexual violence prevention education. Only 1.5% of Arizona students in K-12 or college participated in the sexual violence prevention and education program during the 10-month period of January 1, 2007 through October 31, 2007. Only one-tenth of one percent of elementary school students received any sexual violence prevention education in the 10-month period of January 1, 2007 through October 31, 2007. Yet, during that same period, one of the 45 (2.2%) disclosures to a counselor involved in the sexual violence prevention and education program in schools was from an elementary school child. Statistics collected by ADHS from funded contractors show the lack of sexual violence prevention and education at all grade levels and at the college level.

Second need: healthy relationship/respect training, self-esteem for kids. Closely aligned to the need for a dramatic increase in sexual violence prevention education is the need to increase the amount of healthy relationship and respect training provided in schools, which includes teaching self-esteem for children and youth.

Third need: more prevention funding, more sources of funding. There are over 1.6 million students in Arizona and a general population in the state of over 6 million. Arizona is one of the fastest growing states, in the country. Yet, despite Arizona's growth rate, Arizona's current prevention federal funding is being cut rather than increased. As stated by one Delphi respondent, "Without funding and resources, we cannot offer effective and ongoing prevention."

Fourth need: educate communities, all populations, including hospitals. Delphi respondents believed that educating all populations in Arizona communities, including hospital staff, was important enough to rank fourth overall.

Fifth need: media campaign, public service announcements. Through media campaigns and public service announcements, an untold number of people can learn about self-respect and respecting others; the message that "no means no" and "yes means yes" can carry through the print media and the airwaves. The public can be introduced to the concepts of sexual violence prevention and education.

DESCRIPTION OF UNIVERSAL AND SELECTED POPULATIONS TO BE ADDRESSED BY THIS PLAN

In Arizona, children and youth from kindergarten through 12th grade (K-12) as well as young adults through age 24, both on and off college and university campuses, will be targeted for sexual violence prevention and education services. In addition, young adults who patronize bars and other establishments that serve alcohol, as well as bartenders and bar personnel are selected populations to be addressed by this plan. Finally, members of faith-based organizations, such as churches and synagogues, will be targeted, especially women's groups within the faith-based organizations.

GOALS AND OUTCOMES

"Teachers should be required to provide a curriculum about sexual violence that begins with appropriate and inappropriate relationships.... Institutionalize education in sexual violence primary prevention by getting it into statute as part of health education."

Tucson Focus Group Member

GOAL STATEMENT ONE: SELECTED POPULATIONS

Goal One: Increase respect for self and others through sexual violence prevention education for Arizona children, youth, and young adults.

Rationale

Nationally, reports of rape incidences were higher for younger populations, although the statistics do not indicate whether this higher incidence of rape for younger populations was due to a higher number of crimes or greater reporting of sexual offenses. The national data also shows that most women reported being raped at a young age, under 24 years old. Arizona has

a growing population under 25 years old. Based on these national rape trends, Arizona will need to focus on effective sexual violence prevention strategies for youth.

Since 2000, there has been a 15% increase in Arizona's population, while the population growth in the nation for the same time period was only 5%. By 2005, the Maternal Child Health population included 2,901,142 women of childbearing age and children under age 21. Maricopa County alone added 576,396 people since 2000. During the 12 months ending July 1, 2006, Arizona was the fastest growing state with a population increase of 3.6%. Over the next 25 years, the U.S. Census projects that Arizona will grow by five million people, doubling by the year 2030.

The National Center for Education Statistics' state profile of Arizona for 2005-2006, lists over a million children and youth in kindergarten through twelfth-grade in 2,078 schools. Of this number, 45% are either free lunch eligible (403,731 students) or reduced-price lunch eligible (88,719 students). When college students are included in the student population, there are more than 1.6 million students in school in Arizona, of which a third are in college, 30% are in elementary school, 22% are in high school, and 15% are in middle school.

There is an acute shortage of sexual violence prevention education. Only 1.5% of Arizona students who are in K-12 and in college, participated in the sexual violence prevention and education program during the 10-month period of January 1, 2007 through October 31, 2007. Only one-tenth of one percent of elementary school students received any sexual violence prevention education in the 10-month period of January 1, 2007 through October 31, 2007. Yet, during that same period, one of the 45 (2.2%) disclosures to a counselor involved in the sexual violence prevention and education program in schools was from an elementary school child. The statistics collected by the ADHS from funded contractors show the lack of sexual violence prevention and education at all grade levels and at the college level.

Goal Statement One focuses on the critical need to provide sexual violence prevention education to students attending primary, secondary, and post secondary schools. In addition, this goal addresses the two top-ranking needs identified by focus group and Delphi survey participants. All four focus groups (100%) and more than half of the Delphi participants (19 of 33 respondents, 57.6%) identified the need for sexual violence prevention education for "schools and universities." One Delphi participant stated, "Youth through college age need training, skill building, and education, both on healthy relationships as well as sexual violence, in order to be equipped to have safe and healthy relationships with others, the self-esteem to set, maintain, and respect safe boundaries, and to know how to identify, avoid, and or escape risk situations/people. These are the people most at risk of experiencing sexual violence, due to their vulnerable developmental stage(s)." Three focus groups (75%) and slightly less than half of the Delphi participants (16 of 33, 48.5%) identified the need for sexual violence prevention education that focuses on healthy and respectful relationships and positive self-esteem.

Outcome Statement One:

By October 31, 2010, a minimum of 3500 college/university student participants will attend any SVPE education offered as measured by completion of SVPEP Education offered.

Outcome Statement Two

By October 31, of each contract year (annually) College/university student participants will have demonstrated a 25% decrease in attitudes and beliefs that support sexual violence as measured by evaluation techniques approved by Arizona Department of Health Services.

Strategy One

Implement a minimum of six theory-based, evidence-informed, age appropriate, and culturally relevant sexual violence prevention-training sessions, seminars, online education and/or workshops for college and university student participants.

Strategy Two:

Each contract year college/university student participants will participate in a minimum of six theory-based, evidence-informed sexual violence prevention-training sessions, seminars, online education and/or workshops.

Activity one

Review and adapt sexual violence prevention curriculum to create a minimum of six sessions of evidence-informed, theory-based, age appropriate, and culturally relevant sexual violence prevention education for college and university student participants.

Activity two

Establish a mandatory sexual violence prevention and education program for incoming student participants, working in collaboration with campus and community-based organizations.

Activity three

Develop an online vehicle, such as MySpace or Face Book, to communicate sexual violence prevention information, resources, and education programs.

Outcome Statement Three: Individual Level

By October 31, 2014, 200 Lesbian/Gay/Bisexual/Transgender/Questioning (LGBTQ) youths and young adult participants will have attended workshops in proactive sexual violence prevention behaviors and skills as measured by sign-in sheets.

Strategy One

Implement a minimum of six theory-based, evidence-informed, age appropriate, and culturally relevant sexual violence prevention-training sessions, seminars, online education and/or workshops for LGBTQ and young adult participants.

Strategy Two:

Implement a pre/post test to active LGBTQ participants to demonstrate a 25% increase in proactive sexual violence prevention behaviors.

Activity one

Review and adapt sexual violence prevention curriculum to create a minimum of six sessions of evidence-informed, theory-based, age appropriate, and culturally relevant sexual violence prevention education in partnership with the LGBTQ community.

Activity two

Review and adapt sexual violence prevention curriculum to create a minimum of six sessions of evidence-informed, theory-based, age appropriate, and culturally relevant sexual violence prevention education in partnership with the diverse representation from young adults and organizations serving this population.

Outcome Statement Four:

By October 31, 2017, 50,000 kindergartens through twelfth grade student participants will have attended workshops on positive interpersonal skills and behaviors that promote healthy relationships as measured by sign-in sheets.

Outcome Statement Five:

By October 31, 2017, kindergarten through twelfth grade student participants will demonstrate a 20% increase in positive interpersonal skills and behaviors that promote healthy relationships as measured and compared by pre/post/testing of students.

Strategy One

Implement evidence-informed, theory-based, age appropriate, and culturally relevant sexual violence prevention education for kindergarten through twelfth-grade student participants.

Activity one

Review and adapt sexual violence prevention curriculum to create a minimum of six sessions of evidence-informed, theory-based, age appropriate, and culturally relevant sexual violence prevention education for kindergarten through twelfth-grade student participants.

Activity two

Develop/adapt an effective evidence-informed pre and post assessment instrument for kindergarten through twelfth grade student participants to measure students' degree of demonstration of positive interpersonal skills and behaviors that promote healthy and respectful relationships, and positive self-esteem as a result of participation in sexual violence prevention education programs.

GOAL STATEMENT TWO: UNIVERSAL POPULATIONS

Goal Two: Increase Arizonans' engagement in sexual violence prevention.

Rationale

The need for community education was identified by participants in two of the four focus groups and by a third of the Delphi survey participants. In the Tucson focus group, one individual commented, "We must teach people how to intervene; it's okay to care and ask someone if they are okay." It was stated that the "community should be responsible for correcting the problem."

One Delphi respondent stated, "I think this (sexual violence prevention and education in the community, all populations) is the most difficult level of the ecological model to address. We have to be persistent and creative in getting this message out."

This goal of increasing Arizonans' engagement in sexual violence prevention addresses the need to improve individual and collective behaviors, to educate people so that they know what is permitted by law and what is not permitted, and to train individuals on how to effectively prevent sexual violence.

Outcome Statement One:

By October 31, 2014, In partnership with participating faith-based organizations will agree to participate in a minimum of six sessions on sexual violence prevention education as measured by memorandums of understanding.

Outcome Statement Two:

By October 31, 2014, Participating faith-based organizations will demonstrate a 20% increase in knowledge of behaviors that promote sexual violence prevention through participation in a minimum of six sessions on sexual violence prevention education as measured and compared by pre/post –test.

Strategy One

Implement an evidence-informed and theory-based sexual violence prevention and education program for participating members of faith-based organizations.

Activity one

In partnership with the faith-based community, SVPEP program(s) will develop SVPEP training curriculum, messages, and materials for use in faith-based settings.

Outcome Statement Three:

By October 31, 2013, participating community members will increase their knowledge of bystander intervention skills by 25% as measured and compared by pre/post-testing/surveys.

Strategy One

Implement bystander intervention campaign to increase knowledge and skills of bystanders in the community to prevent sexual assault from initially occurring. For purposes of this plan, bystander intervention is the act of interceding when a person observes an individual in an uncomfortable, uninvited sexual situation.

Activity one

Contract with community-based organizations to provide evidence-based, promising practices, bystander intervention skills programs to participating community members.

Activity two

Monitor implementation of the programs.

Activity three

Develop uniform evaluation tools (with regional variations, as needed) and a standardized evaluation process that will be required of all contractors.

Outcome Statement Four:

By October 31, 2017, develop a statewide sexual violence prevention education and awareness media campaign as measured by completion of campaign.

Outcome Statement Five:

By October 31, 2017, implement statewide sexual violence prevention education and awareness media campaign as measured by statewide T.V. spots secured.

Strategy One

Secure funding of at least \$120,000 for development of a media campaign or obtain pro bono media consulting services.

Activity one

Identify potential funding sources or pro bono opportunities.

Activity two

Contract with a media consultant to develop or expand a sexual violence prevention message and marketing plan.

Activity three

Integrate marketing materials into presentations conducted by contracted community-based organizations.

Outcome Statement Six:

By October 31, 2012, increase visits of the ADHS sexual violence prevention and education website by 25% as measured and compared year-by-year by Google analytics.

Strategy One

Promote availability of website through community-based organizations, funded contractors and partnerships across the state.

Strategy Two:

Increase visits to the ADHS sexual violence prevention and education website.

Activity one

Update website at least every six months with current research, educational resources, abstracts, as well as summary of accomplishments and evaluation results from SVPEP funded contractors.

Activity two

Include website address on all materials funded by SVPEP.

Outcome Statement Seven:

By October 31, 2011, participating establishments that serve alcohol will participate in the statewide campaign by displaying sexual violence prevention and education posters and materials in plain view as measured by unannounced visits, and compared to inventory of posters/materials.

Outcome Statement Eight:

By October 31, 2017, staff at participating establishments that serve alcohol will increase their knowledge of sexual violence prevention by 25% as measured by pre/post testing.

Strategy One

Conduct outreach and training to management staff of alcohol-serving establishments that are frequented by college students to increase their knowledge of sexual violence prevention issues, strategies and policies.

Strategy Two:

Participating alcohol-serving establishments will have attended in a minimum five sexual violence prevention workshops/seminars.

Activity one

Identify existing policy models developed for use by alcohol serving establishments.

Activity two

In partnership with alcohol-serving establishments, alcohol licensing board, and/or bartending schools, develop SVPEP staff training and materials and modify annually if needed.

Activity three

Provide toolkits that include at a minimum, materials identified in activities one and two to support management in implementing effective sexual violence prevention and education policies.

Activity four

Visit participating alcohol-serving establishments to assess staff training, placement of SVPEP materials and provide technical assistance as needed or requested.

Activity five

Offer continuing training opportunities

GOAL STATEMENT THREE: PREVENTION SYSTEM CAPACITY: LEADERSHIP

Goal: Increase Arizona's financial and related resources to support sexual violence prevention and education.

Rationale

A lack of funding and the need for more money for primary sexual violence prevention was the third-highest need identified in the Delphi process. Fourteen of 33 Delphi respondents (42.4%) as well as participants in the Tucson focus group identified money as a significant need. One Delphi respondent stated, "Speaking for communities in Southern Arizona, I would say that the obvious top priority is funding. Funding is needed to increase the numbers of health educators at various agencies and the University of Arizona, to support training, and foster the development, implementation, and design of evidence-based primary sexual violence prevention programs." Another Delphi respondent wrote, "It's a real tragedy when an effective (sexual violence prevention and education) program exists to address such a serious and devastating issue but the monies are not available to fund such programs. Funding should come from multiple, solid sources." When the Tucson focus group was asked what might prevent them from being able to provide effective primary sexual violence prevention programs, the group responded that a lack of money was the primary barrier.

As stated in the needs and resources assessment chapter, Arizona's funding is being cut rather than increased for the present and immediate future because of declines in the state's revenues and the worldwide recession that affects this and other federally and state funded programs. Therefore, with declining federal and state funding, other funding options must be pursued to ensure adequate funding for Arizona's sexual violence prevention and education programs.

In- state training for prevention educators is limited due to a lack of available sexual violence prevention-training opportunities and therefore staff only receives training at costly national conferences on a bi-annual basis when funds are available.

Outcome Statement One:

Through legislation, by October 31, 2017, increase by 100% the State of Arizona's financial resources to support sexual violence prevention and education efforts as evidenced by new mandatory fee legislation.

Outcome Statement Two:

Through community partnerships, by October 31, 2017, increase by 100% the State of Arizona's financial resources to support sexual violence prevention and education efforts as evidenced by annual commitment/contracts from professional sports organizations.

Strategy One

Pass state legislation that requires convicted sex offenders to pay a one-time fine to be placed in a sexual violence prevention activity fund, administered by the ADHS, Bureau of Women's and Children's Health, SVPEP, to fund sexual violence prevention and education programs in Arizona.

Activity one

Identify champion and resources to lead and garner support for the proposed legislation mandating a fine. The champion would need to find a sponsor for the proposed legislation.

Activity two

Create a grassroots network to educate and engage state legislators about this proposed change.

Activity three

Create a letter writing and telephone campaign to state legislators.

Activity four

Educate and train individuals in the network on how to engage legislators.

Activity five

Write the new language, possibly amending current sexual violence statutes.

Activity six

Discuss the idea with all stakeholders: courts; probation; victims in court committee; sexual assault providers; sexual assault and domestic violence coalition; survivors of sexual assault; Arizona Coalition for Victims Services; and the Government Council to Prevent Violence Against Women.

Activity seven

Research legality of establishing a sexual violence prevention activity fund administered by the ADHS, Bureau of Women's and Children's Health, SVPEP or identify an alternative fund collection and administration vehicle.

Strategy Two

Obtain annual donations from Arizona's major professional sports teams to be placed in a sexual violence prevention activity fund, administered by the ADHS, Bureau of Women's and Children's Health, SVPEP to fund sexual violence prevention and education programs in Arizona

Activity one

Identify which teams have foundations.

Activity two

Identify how much money they currently give to sexual violence prevention.

Activity three

Identify the point person/taskforce or organization to lead this effort

Activity four

Develop partnerships with professional sports organizations.

Activity five

Research and develop a training program for professional sports organizations in Arizona on sexual violence, primary prevention, and partnering.

Activity six

Educate individuals in professional sport organizations on sexual violence/assault and prevention.

Activity seven

Establish a SVPEP fund for receiving donations and other private funds allocated to sexual violence prevention efforts.

OUTCOME STATEMENT THREE:

By October 31, 2017, There will be an increase of program capacity by improving data collection/staff training.

Strategy One

Provide two trainings a year for sexual violence prevention and education contractors and others who might benefit.

Activity one

Conduct a needs assessment to identify training needs of current and prior SVPEP providers

Activity two

Identify qualified trainers and provide training to individuals working to prevent sexual assault violence in Arizona.

Strategy Two

Investigate strategies for the development and adoption of a more comprehensive approach to data collection by all reporting sources in Arizona.

Activity one

Identify and meet with key law enforcement agency personnel to initiate dialogue regarding strategies for improving Arizona's reporting system.

Activity two

Collaborate with the ADHS Injury Prevention Advisory Council and its violence subcommittee to identify data needs and potential data sources in an effort to strengthen their ability to report on violence related to sexual assaults as well.

"Sex and sexual assault are not talked about. They seem to be a rite of passage, with some questioning in some cases if you haven't had sex or a child by the age of 14."

Yuma Focus Group Member