



Athletes United

CSUN Foundation / Strength United
R2 2017-2018
\$50,000

Strength United in Northridge, CA was embedded across a community college system and within select colleges and athletic departments to conduct activities that reduce perpetration of sexual assault by changing norms, behaviors, campus climate, and the college system.

Communities

Adults
Athletes
Coaches
Men
Students
Women

Products

Resource: Handbook
Resource: Toolkit: Event flyers, Customized "It's On Us" Pledge designs, and other materials
Curriculum: Team Captain Workshop

System:

Colleges/Universities

Level:

Local



Strengthen Policies

Strength United's ongoing partnerships with colleges includes policy review as well as creative thinking about updates, accessibility, and compliance.



Enhance Partnerships

Strength United partnered with the Los Angeles Pierce College (LAPC) and the College of the Canyons, as well as other community-based partners and sports teams such as the LA Chargers for the It's On Us campaign.



Raise Awareness

Strength United hosted 2 "It's On Us - Take the Pledge" events with extensive outreach to engage community college students and athletes to join. This included event support from the LA Chargers, as well as stories on the college radio and video news stations.



Build Champions

Recruited 15 lead athletes (Goal12)



Provide Resources

Significant preparation and planning work was fulfilled with community college faculty including administrative leads, Title IX staff, athletics directors and counselors, and health/counseling leads. Lead athlete champions/peer leaders also received weekly support. Strength United disseminated 2,243 materials (Goal 500); held 27 meetings; hosted 3 recruitment events; and hosted 6 on-campus SV prevention events.



Measure Impact

Evaluation was conducted via pre and post-tests with statistical analyses.



Train & Educate

Trained 15 lead athletes as well as 238 (Goal 120) athletes and student participants about sexual violence and sexual violence prevention in order to increase understanding of the issue and realize their capacity to become agents of change. Strength United also trained coaches and athletics departments.

What's next:

Consistency is critical to building relationships with both faculty and athletes allowing leaders to emerge. From this, Strength United coached student leaders and facilitated channels (events, workshops, tabling fairs, etc) through which they could demonstrate their passion.

Contact:

Kim Roth
818-677-4400
kim.roth@strengthunited.org