

# **RALIANCE**

Ending Sexual Violence in One Generation

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**A PROGRESS REPORT FOR  
THE UNITED STATES 2017**





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Raliance is a collaborative initiative dedicated to ending sexual violence in one generation. Composed of three top sexual violence prevention organizations – the National Sexual Violence Resource Center (NSVRC), the California Coalition Against Sexual Assault (CALCASA)-PreventConnect, and the National Alliance to End Sexual Violence (NAESV) – Raliance serves as the central hub for effective allocation and distribution of programmatic funding in sexual violence prevention and as the go-to resource for policymakers, advocates, service providers and the media. Raliance is funded through a \$10 million multiyear commitment from the National Football League. The name was inspired by the entity’s intent to rally engagement from stakeholders and align goals and resources behind its overarching mission of putting a stop to sexual violence once and for all. Learn more at [Raliance.org](http://Raliance.org).

# ENDING SEXUAL VIOLENCE IN ONE GENERATION.

A PROGRESS REPORT FOR THE UNITED STATES 2017



## EXECUTIVE SUMMARY

Raliance envisions a culture of respect and equality without sexual violence. While this may seem aspirational, profound changes toward this vision are taking place in our culture. This report highlights those recent trends.

### MEDIA

News coverage and entertainment media shaped how the public defines and talks about sexual violence. It also amplified survivor voices, reducing stigma, silence, and invisibility.

### ADVOCACY AND ACTIVISM

Social media created supportive and empowering spaces for survivors to express themselves and join other voices advocating for change.

### FEDERAL LEADERSHIP AND POLICY

Strong federal leadership remained vital to changing the culture and ending sexual violence. The Obama administration prioritized a comprehensive federal response addressing sexual assault and domestic violence. Shifting priorities by the Trump administration drew criticism about eroding protections for vulnerable populations disproportionately impacted by sexual violence. Congress continued its commitment to fund survivor services and prevention and identify bipartisan solutions.

### RESEARCH AND EVALUATION

Research helped answer important questions about sexual violence: What does sexual assault cost the country? Does it look different by state? What reactions are common for survivors?

### PREVENTION

Important advances have been made to develop resources and tools as well as evaluate efforts to prevent sexual violence.

### INSTITUTIONAL ENGAGEMENT

Corporate America and other institutions can take meaningful actions to support sexual violence prevention internally and as a broader corporate social responsibility priority.

### CONCLUSION

The incremental changes and actions across sectors, institutions, and media documented in this report confirm there is continued momentum to end sexual violence in one generation. We invite more individuals, communities, corporations, and institutions to be a part of this change.

**TOGETHER, WE WILL.**



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# THIS IS THE GENERATION THAT WILL END SEXUAL VIOLENCE.



Raliance envisions a culture of respect and equality without sexual violence. While this may seem aspirational, profound changes toward this vision are taking place in our culture.

This report highlights recent progress in the movement to end sexual violence and builds on our inaugural report issued in September 2016 (Patrick, 2016). While there is more work to be done, the key trends and examples identified in this report underscore that positive changes are underway and prevention is possible.

As a movement, Raliance calls on all of us to rally and support a culture that consciously addresses all forms of sexual violence as intolerable and incompatible with our collective values.

**TOGETHER, WE WILL.**

# MEDIA

## NEWS MEDIA

**A wide range of stakeholders had a role to play in preventing sexual violence – including news outlets and journalists.** They determined what received national attention and shaped how citizens and policymakers understand the world. News media coverage of sexual violence has not only grown immensely in recent years, but it has also changed its focus to more closely examine underlying issues contributing to sexual violence in our society and efforts to prevent it.

UNC-Chapel Hill researchers analyzed coverage of campus sexual assault for *The Washington Post* (Baumgartner & McAdon, 2017) and found a shift from focusing on individual episodes of assault towards a broader focus on trends, themes, and context. Reporting concentrated less on the individual survivor or criminal justice proceedings and instead adjusted to highlight systemic factors that enabled the assault to occur, such as the perpetrator, the university system, and the culture. This shift indicated how coverage shaped and influenced public opinion of campus sexual assault.

**How we defined and talked about sexual assault were two key themes in the media coverage.**

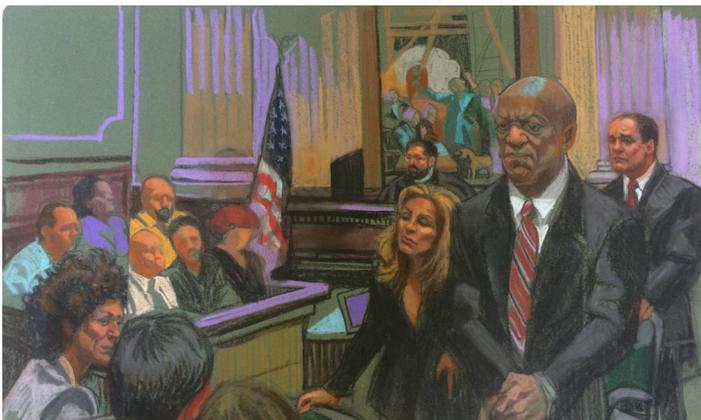
The country navigated topics such as “locker room talk,” (Pennington, 2016), or sexualized conversations about another sex in a group of your own sex; “gaslighting” (Crockett, 2016), or manipulation of an individual or group intended to sow seeds of self-doubt; and the negative impact of rigid gender roles on the culture at large. People learned that sexual violence occurs in many forms. Individuals could experience acts that were criminal and acts that, while not criminal, were invasive and offensive. In this dialogue, it became clear: Everyday gestures, behaviors, jokes, and language contributed to a collective environment that tolerated sexual violence. What individuals, media, and institutions did and said about sexual violence mattered.

High-profile cases, like the **Bill Cosby trial**, triggered a national conversation around the scope and impact of sexual violence. Although the Pennsylvania jury was unable to reach consensus on a verdict, news commentary during and after the trial created a forum to discuss the myriad of



Protesters hold signs to raise awareness of sexual assault on campus in the wake of the national attention brought by the Stanford rape case. REUTERS/Elijah Nouvelage

misconceptions about sexual assault (Chira, 2017), including misleading expectations of how victims were “supposed” to behave, victim credibility, limitations of the legal-criminal justice system, and the neurobiology of trauma (National Sexual Violence Resource Center [NSVRC], 2017b). Given how beloved Bill Cosby was for his roles in entertainment, the trial also underscored how critical it was to view public figures separately from their professional roles and to hold them accountable as individuals.



Bill Cosby trial: Mistrial declared after jury deadlocks  
Courtesy of Christine Cornell

**Sexual violence drew high levels of public attention during the past year, including in the 2016 presidential election.** News coverage of this historic election reached across the country, creating conversations beyond party lines and platforms. It helped shine a light on sexual violence – as well as the distance ahead of us to end it. As some media uplifted this topic during the election, other coverage downplayed the seriousness of sexual violence. This back-and-forth highlighted environmental and cultural factors that enabled sexual violence to exist. This included such social injustices as sexism (Bush, 2017), misogyny (Beinart, 2016), racism (Milligan, 2016), and racial oppression (Sanders, 2016), as well as attitudes that blamed and silenced survivors (Vagianos, 2016). In the end, a large number of voters did not consider sexual violence to be a deciding issue in how they voted.

**News media amplified survivor voices, reducing stigma, silence, and invisibility.** While many survivors were previously afraid to discuss their experiences or trust the general public and systems to support them, many came forward to speak publically about their personal experiences. Survivor Chessy Prout revealed her identity and appeared on The TODAY Show.



“I WANT EVERYONE TO KNOW THAT I AM NOT AFRAID OR ASHAMED ANYMORE, AND I NEVER SHOULD HAVE BEEN.”

- CHESSY PROUT

Courtesy of Francesca Prout

Prout spoke about her experience at age 15 at a New England boarding school where a “Senior Salute” involved upperclassmen trying to have sex with younger students before graduating (Stump, 2016).

Survivors empowered to speak their truth remained an important positive trend (Brown, 2017; Koehler, 2017). Their actions raised awareness and hopefully will continue to create space for many other victims who are largely excluded from news coverage — particularly men, people of color, people who identify as LGBT, and older adults.



Zeke Thomas opened up about his journey as a gay, African American male sexual assault survivor (Courtesy crowdMGMT, LLC).

## EMERGING MEDIA

Important conversations about sexual violence happened outside of traditional news outlets. Online platforms and social media empowered many sexual violence survivors and advocates to hold individuals and corporations accountable for tolerating hostile environments that condoned sexual violence.

**“Brand-focused online activism” (Manjoo, 2017) emerged as a tool in the**

**movement to end sexual violence and other social injustices.** Through this approach, customers used their social media channels and deployed viral hashtags to voice their concerns and even galvanized support to encourage others to boycott a specific brand. The threat of withholding customer dollars expedited changes in corporate policies, practices, and even ethics that reached top industry executives and leaders.



Raliance and The Poynter Institute for Media Studies hosted a media summit in Washington, D.C. Fifty journalists and sexual violence experts came to celebrate the inaugural winners of The RALLYs Awards for ground-breaking coverage on sexual violence as well as to move the needle on the public's understanding of this topic. Photo by Adam Kulikowski.

# #DROPOREILLY

*The New York Times* (Steel & Schmidt, 2017) reported in April that Fox News paid some \$13 million over the last two decades to address multiple sexual harassment complaints by five women against anchor **Bill O'Reilly**. Within a week, bowing to online activism under the hashtag **#DropOReilly** (Salam & Victor, 2017) and corporate concerns, more than 50 national advertisers stopped airing ads on O'Reilly's top-rated cable news show, *The O'Reilly Factor* (Legum, 2017). Fox News removed the program.

Online backlash and scrutiny forced Fox News CEO **Roger Ailes** to resign after several women, including television commentator and author **Gretchen Carlson** and Fox News anchorwoman **Megyn Kelly**, stepped forward to accuse him of sexual harassment (Grumbaum & Koblin, 2016).

**Innovative journalists and news outlets helped change the norm on how sexual violence was covered. Of note were outlets offering impressive coverage geared towards younger audiences.** Outlets such as BuzzFeed (Campbell & Baker, 2016; Kingkade, 2016; Luther, 2016a), Teen Vogue, and Cosmopolitan reshaped how younger generations react to and understand sexual violence. Investigative series supported by digital tools (Teegardin, Robbins, Ernsthausen, & Hart, 2016) helped spur coverage with nuance and depth that went beyond the blotter. These national voices influenced stories that moved beyond sexual violence through a criminal justice lens to highlight other pathways for justice as well as solutions for prevention. In communities and neighborhoods, local reporting did not always keep pace with this robust national conversation (McBride, 2017), though this began to shift in positive ways as reporters expanded the spectrum of stories and voices.



## ENTERTAINMENT MEDIA

**Film, television, and books played a key role in shaping our cultural values as well as the national conversation exploring who and what contributed to sexual violence.**

Rape continued to be used in entertainment media as a plot device, often as the dramatic incident explaining why revenge and violence followed (Hess, 2017). TV shows recently helped shift the narrative, amplifying the seriousness of acquaintance rape and diving more deeply into the impact of trauma in the lives of survivors and their communities.

MTV's *Sweet/Vicious* (Robinson, 2017) centered on two female students turned vigilantes seeking justice on their college campus by exacting revenge on rapists. Their stories of confrontation spoke to survivors seeking acknowledgement from those who caused harm and alternative forms of justice.



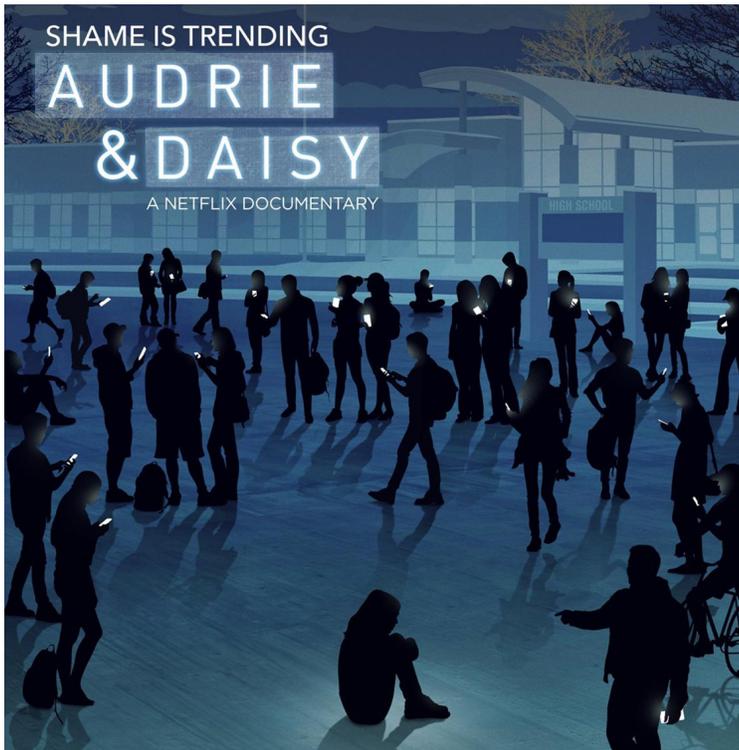
MTV's "Sweet/Vicious" used with permission by MTV. © 2017 Viacom Media Networks. All Rights Reserved. MTV, all related titles, characters, and logos are trademarks owned by Viacom Media Networks, a division of Viacom International Inc.



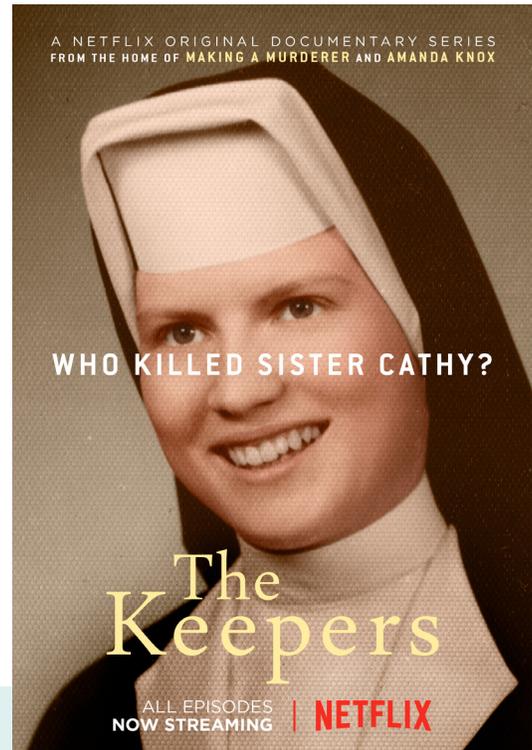
The cast of *Westworld* (Photo by Frederick M. Brown/Getty Images)

On HBO's *Westworld* (Nolan & Joy, 2016), human guests indulged in any behavior against the androids populating the Wild West amusement park with impunity. As the series unfolded, androids thought to be wiped of their memories evolved, kept memories of sexual violence, and retaliated against their treatment.

**When these national conversations involved the actors and not their on-screen characters, the public navigated topics such as individual accountability and perceptions of the individual and public personas.**



Courtesy of Actual Films



Courtesy of Netflix

Director, producer, and star **Nate Parker's** *Birth of a Nation* received critical acclaim, sweeping the 2016 Sundance Festival (Patten & Hipes, 2016). While the film was initially an Oscar front-runner, details about Parker's 2001 rape trial acquittal while he was a student at Penn State University dominated headlines (Kilday & Feinberg, 2016), sparking online activism and protests that negatively impacted ticket sales (D'Alessandro, 2016) and the film's success.

Despite sexual harassment allegations made in two settled lawsuits, actor **Casey Affleck's** performance in *Manchester by the Sea* received critical acclaim, earning both a Golden Globe and an Oscar. Those critical of Affleck's selection noted the industry and the Academy's "longstanding tradition of ignoring harassment allegations" (Dockterman, 2017).

**Authors of books and documentaries also helped to empower diverse voices and perspectives often displaced in mainstream media.**

The Netflix documentary *Audrie & Daisy* (Cohen & Shenk, 2016) offered a powerful examination of growing up in a world saturated with media and the impact sexual assault in high school had on the lives of two young women, their families, and the larger community.

*The Keepers* (White, 2017a), a docuseries also available on Netflix, followed a decades-old unsolved murder of a Catholic nun and the possible link to a priest with a history of sexual abuse accusations at a Baltimore parochial school. The public outpouring from the community led the Baltimore police department to establish a way to submit tips online (CBS Baltimore, 2017) and the filmmakers to establish a social impact campaign (White, 2017b) to build capacity to support survivors disclosing.

Journalist **Jessica Luther's** book, *Unsportsmanlike Conduct: College Football and the Politics of Rape* (Luther, 2016b), built upon her work covering the intersection of sports and violence off the field for a comprehensive deep dive into the repetitious cycles different institutions – from athletics departments to media and the community – perpetuated to cover up sexual assault by college football players.

## ADVOCACY AND ACTIVISM

**Many sexual violence survivors found support and empowerment via social media to share their voices and advocate for change.**

**Emily Doe's poignant victim impact letter** from the sentencing hearing (Baker, 2016) galvanized many to action. Brock Turner, the Stanford University student who raped Doe, was sentenced to six months in jail by Judge Aaron Persky. Doe's letter became a media highlight: 18 members of the House (Aguilera, 2016), a CNN news anchor (Pallotta, 2016), and people all over the world read her powerful words. Doe's letter articulated what many survivors struggle to name and many sexual violence experts work hard to message.

“THE SERIOUSNESS OF RAPE HAS TO BE COMMUNICATED CLEARLY; WE SHOULD NOT CREATE A CULTURE THAT SUGGESTS WE LEARN THAT RAPE IS A WRONG THROUGH TRIAL AND ERROR.”

- EMILY DOE

(Baker, 2016)

The leniency of Turner's six-month sentence led to the creation of a **Change.org campaign calling for the recall of Judge Aaron Persky** (Ruiz, 2016) as well as a national discussion on the way the judicial system tries and sentences those convicted of sexual violence, the lack of justice for many survivors, and often the revictimization by the criminal justice process. By the end of December, a judicial panel cleared Persky of wrongdoing, yet he opted for reassignment to the Civil Division of the California Court system instead of hearing any more criminal cases.



“YOU HAVE HELPED CHANGE THE CULTURE. YOU HAVE SHAKEN UNTOLD THOUSANDS OUT OF THE TORPOR AND INDIFFERENCE TOWARDS SEXUAL VIOLENCE THAT ALLOWS THIS PROBLEM TO CONTINUE”

- JOE BIDEN

(Namako, 2016)

REUTERS/Ints Kalnins

## #NOTOKAY

Author Kelly Oxford asked women to share their experiences on Twitter using the hashtag **#NotOkay** after the release of the hot-mic incident documented in the Access Hollywood tape that surfaced during the 2016 presidential election. The recorded audio from 2005 between host



Hundreds of thousands march down Pennsylvania Avenue during the Women's March in Washington, D.C., January 21, 2017. (Bryan Woolston/Reuters)

Billy Bush and guest Donald Trump captured the future Republican presidential nominee bragging about using his power, wealth, and privilege to excuse kissing and touching women without their consent. The hashtag garnered an estimated one million (Hickson, 2016) responses detailing the constant daily grind in the lives of women experiencing sexual harassment and sexual violence.

## #DEARBETSY

With the nomination of Betsy DeVos as Secretary of Education, advocacy organizations, including End Rape on Campus and Know Your IX, helped build support for the hashtag **#DearBetsy** (2017) that called upon DeVos to publically commit to Title IX guidance for sexual assault survivors and LGBTQ students. The trending hashtag fueled a larger conversation about sexual violence survivors' rights.

**Harvard University Women's Soccer Team** penned an op-ed (Clayman et al., 2016) after *The Harvard Crimson* published an article entitled "2012 Harvard Men's Soccer Team Produced Sexually Explicit 'Scouting Report' on Female Recruits" (Fahs, 2016). The female athletes called out misogyny and called on men to help address how verbal and written degradation enabled sexual violence to persist. "Locker room talk is not an excuse because this is not limited to athletic teams. The whole world is the locker room," wrote the Harvard Women's Soccer Team.

**The Women's March** on January 21, 2017 was very likely the largest single-day protest in U.S. history (Chenoweth & Pressman, 2017) and drew an estimated five million women, gender non-conforming people, and men in nonviolent protests around the globe. While the march was originally planned to happen in Washington, D.C., sister marches across the country and around the world were formed to share the organizers' unity principles (Mallory & Bland, 2017) to end violence — including sexual violence — to support LGBTQIA, workers', civil, disability, and immigrant rights; and to uphold environmental justice. Organizers of the march then used the momentum to call on individuals around the world to commit to "10 Actions for the First 100 Days" (Women's March, 2017). Women's rights are human rights, and human rights are women's rights.

Some survivor activists looked at other approaches to holding offenders accountable, especially for communities that have not seen the criminal justice system as a solution or the only solution. Filmmaker and writer Aishah Shahidah Simmons' **Love with Accountability project** (Simmons, 2017) addressed the importance of accountability as a radical form of love required to address child sexual abuse. Her work examined how silence surrounding familial child sexual abuse recreated sexual violence in all other institutions.

Commitment to activism and responsible action continued to move society beyond awareness-raising towards true social change.

## FEDERAL LEADERSHIP AND POLICY

**Strong federal leadership remained vital to changing the culture and ending sexual violence.**

**Many shifting priorities marked the transition from the Obama administration to the Trump era. The Obama administration prioritized a comprehensive federal response to addressing sexual assault and domestic violence.**

Consistent leadership and messaging on men's responsibility to address the culture that minimizes sexual harm and perpetuates rape created incremental cultural changes during President Obama and Vice President Biden's eight-year term (Nelson, 2016).

***The Second Report of the White House Task Force to Protect Students from Sexual Assault (2017)*** also documented advances to address sexual misconduct in higher education as well as innovative initiatives underway in the K-12 space. The Task Force published: ***Considerations for School District Sexual Misconduct Policies (2016)*** alongside ***Safe Place to Learn: Prevent, Intercede, and Respond to Sexual Harassment of K-12 Students*** (American Institutes for Research

## SEXUAL ASSAULT SURVIVOR'S RIGHTS ACT

PRESIDENT OBAMA SIGNED INTO LAW IN 2016



FOCUSED ON THE COLLECTION & PRESERVATION OF RAPE KITS.



SURVIVORS COULD NO LONGER BE CHARGED FEES BASED ON IF THEY FILED A POLICE REPORT.



SURVIVORS COULD NO LONGER BE PREVENTED FROM A RAPE KIT EXAMINATION BASED ON IF THEY FILED A POLICE REPORT.



SURVIVORS HAD THE RIGHT TO BE NOTIFIED IF THEIR KIT WAS SLATED FOR DESTRUCTION.



SURVIVORS HAD THE RIGHT TO BE NOTIFIED OF ANY RESULTS FROM TESTED KITS.

(U.S. 114th Congress, 2016)

[AIR], 2016), an online package addressing peer-to-peer sexual harassment and sexual violence.

**In contrast, the Trump administration's recent changes to Title IX enforcement not only fostered intense scrutiny from sexual assault survivors and civil rights activists, but it has also raised grave concerns that the administration would further erode critical federal protection policies and undermine the momentum driving efforts to address and end sexual and domestic violence.**

The **Office for Civil Rights (OCR)** at the Department of Education has been tasked with protecting students from sexual violence and ensuring campuses respond responsibly. Secretary of Education Betsy DeVos moved to scale back civil rights protections and mandates around investigations into and reports on civil rights violation on college campuses (Green, 2017a). The administration overturned 2016 guidance by the Obama administration protecting transgender students from Title IX violations.

Sexual violence experts and survivors urged the administration to uphold the guidance in the **2011 Dear Colleague Letter** (OCR, 2011) and not further weaken federal oversight and enforcement mechanisms protecting many vulnerable students and survivors.

“WE COME FORWARD WITH A SIMPLE REQUEST:  
DON'T.”

(114 Survivors of Sexual Assault, 2017).

Despite evidence that false reporting of sexual violence was incredibly low (Rumney, 2006), DeVos met with men's rights groups to discuss stories of those accused of campus rape (Quinlan, 2017) and concerns their rights were being violated during sexual misconduct proceedings.

To be sure, Title IX mandated equal rights to both the reporting and responding student throughout the campus investigation and appeal process (OCR, 2014). Further, this guidance instructed campus disciplinary proceedings to use the “preponderance of the evidence” standard of proof, which has been found not to violate due process (Weizel, 2012).

Without OCR oversight and enforcement, many survivors remained concerned campuses would scale back commitments to create safe environments. This was especially important to preventing sexual violence in the K-12 education space. A recent AP News report (McDowell, Dunklin, Schmall, & Pritchard, 2017) documented thousands of official reports of student sexual assaults, often bully violence escalating into sexual violence at the high-school level, as well as middle and elementary school.

More recently, the Trump administration reversed Obama-era protections allowing transgender students in public schools to use bathrooms that corresponded with their gender identity (Karimi & Grinberg, 2017). Other similar state-level bathroom bans levied against transgender people citing public safety were met with swift opposition by sexual and domestic violence organizations (National Task Force to End Domestic and Sexual Violence [NTF], 2016). They cited existing laws to protect women and girls from violence in public spaces while transgender individuals had real cause for personal safety concerns. As a community, transgender people experienced high rates of sexual violence perpetrated against them. The administration continued to erode LGBT protections by narrowing federal interpretation of sex discrimination (Green, 2017c). The president also tweeted a ban on transgender individuals from serving in the military (Green, 2017b).

Immigration policy reform under the current administration silenced many sexual violence survivors, stopping them from coming forward to report harm (Rhodan, 2017) for fear of deportation and retaliation. The revised executive order temporarily barring refugees and travelers from six predominantly Muslim countries cited concerns for gender-based violence or honor killings committed by foreign nationals (Toosi, 2017).

**Congressional leaders championed important policy-related efforts to support survivors and address sexual violence.**

In April 2017, Representatives Ann Kuster (NH-02), Patrick Meehan (PA-07), Jackie Speier (CA-14), and David Joyce (OH-14) launched the **Bipartisan Task Force to End Sexual Violence** (Kuster, 2017). The Task Force will advance legislative proposals and initiatives to address sexual violence focusing on K-12 education, college campus safety, the rape kit backlog, military sexual trauma, online harassment, improved data and collection, and law enforcement training.



Members of the Bipartisan Task Force to End Sexual Violence (Courtesy of Congresswoman Ann Kuster).

**As sexual violence has evolved, policy solutions on the state and local level continued to be part of that evolution.**

Some 30 state legislatures passed laws identifying and criminalizing **sexploitation**, also known as revenge porn, which has impacted an estimated one in 25 Americans (Lenhart, Ybarra, & Price-Feeney, 2016). In mid-2016, a federal bill was introduced by U.S. Representative Jackie Speier (D-CA) (Speier, 2016).

# RESEARCH AND EVALUATION

Research helped answer important questions about sexual violence.

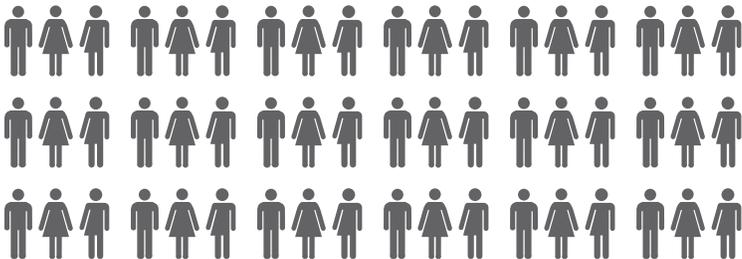
**What is the cost of sexual assault to our society?** In *Lifetime Economic Burden of Rape Among U.S. Adults* (Peterson, DeGue, Florence, & Lokey, 2017), researchers at the Centers for Disease Control and Prevention estimated some 25 million Americans would likely experience rape during their lifetime (Breiding et al., 2014) costing society \$3.1 trillion. This figure sought not to assess monetized pain and suffering, but rather the cost of impaired health, lost productivity, and criminal justice expenses from a societal perspective. The study conservatively estimated the lifetime cost per rape victim to be \$122,461. Preventing rape would free up substantial resources to address other societal issues.

**What does sexual violence look like by state?** The *National Intimate Partner and Sexual Violence Survey – 2010-2012 State Report* (Smith et al., 2017) issued by the Centers for Disease Control and Prevention provided rates of sexual violence broken down by state. This important ongoing collection of data has helped determine trends over time and inform individual state prevention strategies.

**What are normal reactions to sexual assault?** Scandinavian researchers (Moller, Sondergaard, & Helstrom, 2017) reaffirmed paralysis known as **tonic immobility** to be a normal reaction to sexual assault. While victims are often scrutinized for not fighting their attackers, it is important to know that victims can experience the reactions of fight, flight, or freeze during a sexual assault encounter. Scientists continued to build research to understand the body's response to trauma. These critical insights influenced strategies to improve service provision by medical professionals

What is the cost of sexual assault to our society?

**25 MILLION AMERICANS**



WILL LIKELY EXPERIENCE RAPE DURING THEIR LIFETIME.

**\$122,461**



IS THE ESTIMATED LIFETIME COST PER RAPE VICTIM,



WHICH WILL COST SOCIETY **\$3.1 TRILLION.**

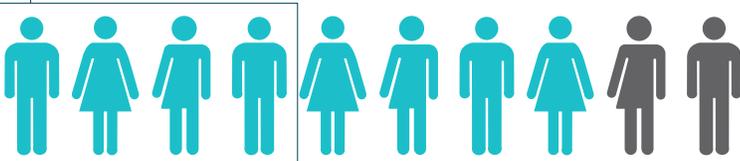
Adapted with permission from Lifetime Economic Burden of Rape Among U.S. Adults (Peterson et al., 2017)

## EIGHT OUT OF TEN



RAPE VICTIMS REPORT THEY WERE FIRST RAPED BEFORE THE AGE OF 25.

## FOUR OUT OF TEN



OF THOSE WERE RAPED BEFORE THEIR 18TH BIRTHDAY.

CONGRESS REMAINED COMMITTED TO FUND SURVIVOR SERVICES AND PREVENTION THROUGH:

-  THE VICTIMS OF CRIME ACT (VOCA)
-  SEXUAL ASSAULT SERVICES PROGRAM (SASP)
-  RAPE PREVENTION AND EDUCATION PROGRAM (RPE)

(Breiding et al., 2014)

and educating investigators, judges, attorneys, and the community (Pearson, 2017).

### Do people understand what sexual violence is?

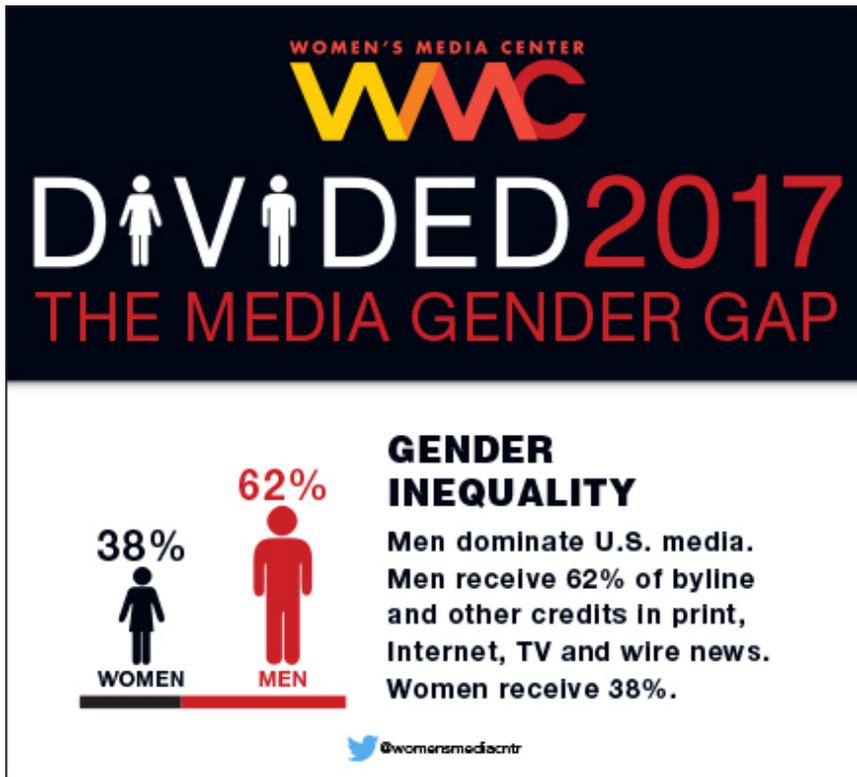
Research conducted by the National Sexual Violence Resource Center (2017a) in partnership with YouGov revealed strong levels of awareness about what acts constituted sexual violence or assault among U.S. adults. However, in looking at the breakdown of figures, men and young adults showed lower levels of awareness across all categories of assault, further underscoring the need for greater awareness in areas such as street harassment, sexual misconduct and language, and consent education.

A recent journal article (Brodsky, 2017) on possible legal responses to **stealthing**, or nonconsensual condom removal during sex, opened a national conversation about the phenomenon that many describe as rape-adjacent and called into question the need to broaden terms such as sexual misconduct and consent.

### Acceptance of sexual stereotypes impacts consent.

Researchers found college students to be at a relatively high risk for both sexual assault victimization and perpetration. Understanding sexual consent significantly reduced incidence of sexual assault. Women who believed in sexual stereotypes and endorsed music that degrades women were less likely than other women to expect

to engage in healthy negotiation of sexual consent. Men who were confident that they could avoid perpetrating nonsexual physical interpersonal violence were statistically more likely to report practicing healthy negotiation of sexual consent (Hust, Rodgers, & Bayly, 2017).



Courtesy of Women's Media Center, Washington, D.C.

coverage of campus sexual assault, 64 percent of the stories were authored by men and only seven percent by women).

## PREVENTION

**Important advances were made to develop resources and tools, evaluate efforts to prevent sexual violence, and offer models for change.**

Research reconfirmed **bystander intervention** to be an important strategy for prevention. The *American Journal of Preventive Medicine* published the first study (Coker et al., 2017) on a bystander intervention program by **Green Dot**, revealing the program was effective in reducing sexual violence perpetration rates in high schools.

**New campus sexual assault resources offered models for comprehensive community-based approaches to address sexual violence.**

NASPA - Student Affairs Administrators in Higher Education released ***Culture of Respect CORE Blueprint Program: Findings from a National Pilot Study*** (Korman & Greenstein, 2016). This year-long, 14-institution program report is a model for other institutions to shift campus culture through a comprehensive approach to prevent sexual violence on college campuses.

The New Jersey Task Force on Campus Sexual Assault report, ***Addressing Campus Sexual Violence: Creating Safer Higher Education Communities*** (2017), outlined recommendations for all campuses across New Jersey for state-wide accountability. The report offered best practices such as: a campus climate survey conducted every three to four years for every higher education institute in the state, earlier sexual violence prevention education provided to middle and high schoolers, and investigative and adjudication processes developed honoring survivors and acknowledging respondents as well as the unique culture of the campus.

**Whose voice is missing?** U.S. print media coverage of sexual violence skewed predominantly towards voices and opinions of men according to The Women's Media Center (WMC) annual evaluation on the ***Status of Women in the U.S. Media***, impacting how this topic was covered in the news. "Women," the report noted, "are not equal partners in telling the story, nor are they equal partners in sourcing and interpreting what and who is important in the story" (WMC, 2017). Overall, the study found that 55 percent of stories written about campus sexual assault were authored by men, compared to 31 percent by women (the rest did not include a byline). In sports section

The U.S. Department of Health and Human Services, Centers for Disease Control and Prevention (CDC) ***Sexual Violence on Campus: Strategies for Prevention*** (Dills, Fowler, & Payne, 2016) detailed actionable steps as well as a framework of components supporting an integrated approach for campus sexual violence prevention efforts. In addition to this tool, the CDC helped fund many sexual violence prevention efforts such as **Campus Sexual Violence Action Planning Teams** in collaboration with the American Public Health Association (APHA).

The CDC also funded **efficacy evaluations** for five sexual violence prevention intervention approaches by RPE programs (CDC, 2016).

**The five programs worked directly with middle and high school youth. Recent studies and reports have the power to influence policy, practices, and behaviors and serve as critical resources to deepen our understanding of sexual violence.**

***The 2016 Biennial Report to Congress on the Effectiveness of Grants Under the Violence Against Women Act*** (VAWA), released by the U.S. Department of Justice Office on Violence Against Women (OVW), captured data as well as research by grantees on best practices to respond to domestic violence, dating violence, sexual assault, sex trafficking, and stalking. The report also tracked community education, awareness-raising, and prevention activities funded by VAWA offering vital information on how communities responded to and worked to prevent sexual violence (OVW, 2016).

The Prevention Institute and PreventConnect, the national project of the California Coalition Against Sexual Assault, issued ***Expanding Partnerships and Linkages: Key Directions in Sexual and Domestic Violence Prevention*** (Somji & Parks 2017), a report on the 2016 PreventConnect web conference series highlighting real-world examples of quality prevention and innovative ideas for action.

Because sport is both a developmental system that reaches millions of young people and a powerful cultural influencer that can catalyze change in broader society, strengthening sport's role in preventing sexual violence is both strategic and necessary. Raliance, in partnership with the Center for Gender Equity and Health at the University of California, San Diego (UCSD), released a policy brief, **Sports Culture as an Opportunity to Prevent Sexual Violence**, that lays the groundwork to support the sport community in being part of the solution to ending sexual violence (UCSD, 2016).

“RECENT RESEARCH SHOWS THAT VIOLENCE PREVENTION EDUCATION, SUCH AS BYSTANDER INTERVENTION PROGRAMS, CAN BE EFFECTIVE IN CHANGING BEHAVIOR AND REDUCING DATING VIOLENCE.”

(OVW, 2016, P. 55)

**Lack of evaluation capacity remained a barrier for many programs to test and document effective prevention strategies.** To support program evaluation efforts, the National Sexual Violence Resource Center developed *Innovations in Evaluation: A Report on Evaluation in the Field of Sexual Violence Prevention* (Townsend, 2017). The report highlighted examples of evaluation approaches at the state and local level and explored factors for organizational and individual evaluation capacity.

# INSTITUTIONAL ENGAGEMENT

## CORPORATIONS

**Recently, members of corporate America took meaningful action to support sexual violence prevention as both an internal commitment and as a broader corporate social responsibility priority.**

The **50 major brands** (Berg, 2017) that dropped advertising on Fox News' The O'Reilly Factor sent a highly visible message that sexual harassment has no place in the workplace – nor in their investment priorities. Mercedes-Benz was the first company to pull its ads and exerted substantial influence for others to follow suit.

“THE ALLEGATIONS ARE DISTURBING AND, GIVEN THE IMPORTANCE OF WOMEN IN EVERY ASPECT OF OUR BUSINESS, WE DON'T FEEL THIS IS A GOOD ENVIRONMENT IN WHICH TO ADVERTISE OUR PRODUCTS RIGHT NOW.”

Mercedes-Benz spokesperson Donna Boland as quoted by CNNMoney (Kludt, 2017)

Since 2014, **GUESS Jeans** (Peace Over Violence, 2017) has reaffirmed their annual commitment to be the official fashion sponsor of Denim Day, a public awareness campaign helping raise money for sexual violence prevention, protest violence, and raise consciousness of misconceptions surrounding sexual assault.

## SPORT

**Sport organizations have embraced their role as part of the solution to ending sexual violence and building a culture of respect. Some developed prevention guidance or mandated new training, while others worked to change perceptions about gender equity.**

**The National Collegiate Athletic Association** (NCAA, 2016) published Sexual Violence Prevention: An Athletics Tool Kit for a Healthy and Safe Culture to aid member schools' athletic departments in addressing and preventing campus sexual violence.

**The National Hockey League (NHL) and National Hockey League Players' Association (NHLPA)** partnered in 2016 to ensure all 30 teams attend sexual and domestic violence prevention training (Iversen, 2016). In 2017, the U.S. women's hockey



Denim Day

team threatened to boycott the world championships over wage disputes drawing support from both the NHL and NHLPA. U.S. men's hockey stood in solidarity with the threatened boycott, helping uplift this conversation about addressing the gender pay gap in sport, and successfully spurred a wage resolution (Allen, 2017).

**The National Basketball Association (NBA) and Women's National Basketball Association (WNBA)** continued to partner with LeanIn.Org to support gender equity through #LeanInTogether and launched a new series of public awareness campaign videos for 2017 (WNBA, 2017).

**The National Football League (NFL, 2017)** strengthened internal policies and invested resources to promote awareness and prevention of sexual violence. Many teams also supported community-based programs such as rape crisis centers and youth sport programs talking about sexual and dating violence prevention.

**Recent organizational policy shifts and actions demonstrated important conversations by sport leadership are happening to prioritize prevention, to hold those who harm accountable, and to provide support for survivors.**

“FROM STRONGER MARRIAGES AND HEALTHIER, HAPPIER CHILDREN TO BETTER OUTCOMES AT WORK, THE BENEFITS OF MEN LEANING IN FOR EQUALITY ARE HUGE.”

Leanin.org Founder and Facebook COO, Sheryl Sandberg, Facebook COO (WNBA, 2015).

**Indiana University** adopted an athletics policy (Indiana University Bloomington Faculty Athletics Committee, 2017) disqualifying prospective student-athletes with records of sexual violence as defined by the school's policy on sexual misconduct. This commitment also addressed future recruitment scrutiny. The **Southeastern Conference** instituted a similar bylaw in 2015 and more recently expanded that policy to include transfer students dismissed due to serious misconduct as well as mandating background checks on transfer student-athletes (Associated Press, 2016).

In February 2017, the **Big 12 Conference** determined it would withhold funding from Baylor University in the wake of the school's sexual assault cover-up and Title IX violations until third-party verification determined changes were administered to institutional governance and athletic procedures (Big 12 Conference, 2017).

**USA Gymnastics** dominated recent media headlines – first to celebrate the U.S. women's team major success at the 2016 Summer Olympics in Rio, and then in response to a series of sexual abuse cases involving coaches and an Olympic team doctor (ESPN news services, 2016). USA Gymnastics' actions since the charges indicated important organizational culture shifts were underway (Roeningk, 2017). Major leadership changes took place as the organization searched for a new President and welcomed child advocate Toby Stark as director of safe sport as well as former prosecutor Mark Busby as in-house counsel. USA Gymnastics also hired Valeri Liukin, a former Olympic champion – and father of 2008 Olympic champion Nastia Liukin – as national women's team coordinator to oversee training programs. New policies and procedures were drafted demonstrating a prioritization for athlete safety and addressing the historical culture of secrecy in



order to move the organization towards more open communication between parents, coaches, and athletes, whether about transparency, inappropriate behaviors, or even potential injuries.

## LAW ENFORCEMENT AND MILITARY

**Institutions such as law enforcement and the military used internal policies and practices to improve response to and prevention of sexual violence.**

**The U.S. Department of Justice (DOJ)** issued a report documenting racial bias in policing by the Baltimore Police, with additional bias regarding sexual assault survivors (2016). The report found officers blamed sexual assault victims for their assault and offered minimal investigative support for these cases, including submission of rape kits for testing and identifying witnesses.

The DOJ's investigation in Baltimore and other cities such as New Orleans, Philadelphia and St. Louis held law enforcement accountable to change attitudes and practices that under-investigate violence against women.

**The U.S. Military** made significant strides to address sexual assault in its ranks. Implementing training and making other policy changes helped create environments for more cadets to report sexual violence (U.S. Department of Defense [DOD], 2017). The U.S. Air Force also recently prioritized prevention. Violence Prevention Integrators (formerly known as Specialists for the Primary Prevention of Violence) were placed on all Air Force bases worldwide by April 2017 (Phelps, 2016) to support families and prevent all forms of violence.

# THE PATH FORWARD.



The incremental changes and actions across all sectors, institutions, and media documented in this report confirm there is continued momentum to end sexual violence in one generation.

The road to end sexual violence begins with awareness. These conversations, trends, and examples illuminate the attitudes, beliefs, and behaviors that enable sexual violence to exist. This watershed moment is happening because society is paying attention to sexual violence – it’s in newspapers, in movies, on the radio, and on TV. It’s a part of the national dialogue.

Often, awareness leads to action. It’s important to celebrate efforts to prevent sexual violence that have gone beyond awareness-building. Programs, actions, and strategies are changing communities and creating safer environments. People are learning how to speak up about what constitutes appropriate behavior, things that cross tolerance thresholds, and consent.

More work remains to be done, and there is cause for hope and renewed commitment.

**Raliance invites you to join us in becoming part of the solution to ending sexual violence.**

Together, we will shape a world where each person is valued and respected and is able to live free of sexual violence.

# HOW RALIANCE IS MAKING AN IMPACT.

## WE ARE DRIVING INNOVATION.

- Raliance's impact grant program is actively working to improve the response to victims of sexual violence, reduce the likelihood of perpetration of sexual violence, and strengthen communities' and organizations' capacity to create safe environments. Approximately \$1.8 million has been given to 41 grantees, with another \$600,000 to be awarded in 2018.
- Raliance is convening key stakeholders, conducting research, and compiling resources to support the sport community to become part of the solution to end sexual violence. To that end, we have created an online Sport + Prevention Center housing over 100 sexual violence prevention resources throughout the sport pipeline — from youth clubs to professional leagues. Based on our research, we have also created a roadmap to connect these resources to a broad change strategy to engage sport as both an avenue and platform for ending sexual violence.
- Our comprehensive public policy agenda has been informed by leaders from across social justice and advocacy movements in order to drive innovative solutions to fully support survivors as well as create safe environments that are free from sexual violence.

## WE ARE CHANGING CONVERSATIONS ABOUT SEXUAL VIOLENCE.

- We are engaging journalists and members of the entertainment industry to tell more complete stories that help increase our country's understanding of sexual violence and how to prevent it. We hosted the Raliance 2017 Media Summit and The RALLYs: Excellence in Journalism Awards to uplift the best journalism to change the conversation about sexual violence.
- We are researching and testing effective prevention communication that encourages positive actions.
- We are engaging and supporting the generation that will end sexual violence — young people. Raliance's ThisGEN Youth Summit brought 75 high-school activists to Washington, D.C. to create a comprehensive, youth-led platform to end gender-based violence. This powerful cohort marched on the Washington Mall and held a rally in front of the U.S. Capitol to publicly present their platform.

## WE ENGAGE PARTNERS AND ACTIVELY LISTEN.

- Raliance is poised to support continued discussions with service providers on the most promising and effective response and prevention strategies. Join us on Facebook and Twitter @RalianceOrg.
- We look forward to highlighting additional progress in years to come. We challenge all individuals and institutions to define their unique role in helping end sexual violence in one generation.

## **TOGETHER, WE WILL.**

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