Thank you for choosing to share your RPE success story about Sexual Violence Prevention through Social Norms Change!

Before you start working on your RPE success story on Sexual Violence Prevention through Social Norms Change lets take a look at what is meant by Social Norms Change for sexual violence prevention and what are some activities that are demonstrations of it.

Social Norms Change refers to changing the prevalence of sexual violence through strategies that lead to an increased perception among community members that social norms are non-violent and there are more social pressures and rewards for non-violent norms. The following actions are some EXAMPLES of sexual violence prevention efforts through social norms change:

1. Identify existing social norms related to sexual violence using community surveys or other appropriate methodology.
2. Network and collaborate with diverse constituents for development of state and/or local social marketing, media campaigns, and media advocacy based on data on existing socials norms related to sexual violence in the community.
3. Implement state and/or local social marketing and mass media campaigns, informed by data on existing social norms in the community related to sexual violence in order to promote societal norms that support sexual violence prevention.
4. Collaborate and coordinate across community organizations on state and/or local media advocacy focusing on depictions of sexual violence, intimate relationships, and gender in news, advertising, and other media.
5. Engage in public education teaching critical viewing and raising awareness about connections between media messages and sexual violence.

Now that you have an understanding of what Strong Leadership for sexual violence prevention can look like you can proceed to work on the Worksheet.

This Worksheet will help you gather and organize information. You’ll complete the application on Veto Violence faster with a completed Worksheet to reference. Use this RPE success story category specific Worksheet instead of the generic Worksheet provided on the Veto Violence Success Story website.

**Summarize Key Attributes**

Let’s start by gathering the most important facts. Consider this a summary of your RPE success story on Sexual Violence Prevention through Social Norms Change which you’ll reference later. Keep your answers short, no more than a sentence for each question, if you can.

1. What is the name of the social norms change strategy you used to promote sexual violence prevention?

2. What is the primary activity you engaged in or what was the main focus of your social norms change strategy?
3. Who participates in organizing and implementing the social norms change strategy?

4. Who benefits most from the social norms change strategy? Or, to put it another way, who is the target audience?

5. When was the social norms change strategy started?

6. Where do the activities of your social norms change strategy occur? To put it another way, what are the different venues at which elements of your social norms change strategy are implemented?

7. Why was the social norms change strategy for sexual violence prevention implemented?

8. How was the social norms strategy for sexual violence prevention created? (Using a few sentences explain how it works.)

Now, we’ll gather specific information you’ll use in the Application. Each of the following sections correlates to a section in the Success Story Application online and your answers here will guide you as you complete each one.

Remember that you’ll have limited space. It will help you greatly if you can keep your responses very short!

**Success Story Title**

1. In the title we tell any reader what the sexual violence prevention through social norms change story will be about. What is your story about? For example, you might say “sexual violence prevention by educating youth about the actual norms versus the perceived norms around hyper masculinized behaviors” OR “sexual violence prevention by inundating youth environments with examples and concepts of healthy sexuality and healthy relationships”.

2. What are the most important facts in your success story? What makes it unique? For example, are there particular social norms around sexual violence that are unique to your state and/or community OR did your social norms change strategy use innovative approaches to reach your target population?

3. Try to combine your answers to #1 and #2 above. Make them one sentence, placing the most important fact as close to the beginning of the sentence as possible.

4. Now, look at your response to #3. Can you shorten the sentence without distorting its meaning? Will a reader still understand it? Please write the new sentence here:

5. Finally, is there a fun way to change your response in #4 so that it will grab a reader's interest more? Write several options. In the Application you may use one of these as your title.

Summary
1. What is the most exciting fact or element about the social norms change strategy that is representative of success in supporting and/or promoting sexual violence prevention?

2. Take your answer to #1 and add verbiage that defines, “Who, What, Where, When, and How” about the fact/element. Create one sentence that includes all that information—even if it is a very long sentence.

3. Review the long sentence you wrote to answer #2. What information is most important? Create a new sentence with only that information.
4. Now, use the information you eliminated when you created #3, and make several short bullet points that give readers more helpful information. This is a good opportunity to use specific statistics and illustrations, too.

**Challenge**

1. What is the sexual violence prevention related challenge the social norms strategy addressed? For EXAMPLE, “there are distinct differences between the perceived norms and the actual norms around the acceptance of gendered violence in our community” OR “the prevalence rate of sexual violence especially among 16-25 year olds is extremely high in our state”

2. Describe the negative impact of the challenge.

3. Add specific examples and statistics to your answer to #2. For EXAMPLE “according to a community survey, when asked about the acceptability of getting someone drunk in order to have sex with them, 80% of youth thought their peers would say it is okay, while only 4% of youth actually thought it was okay.” OR “according to NISVS, 1 in 2 women in the state of XYZ report experiencing some form of sexual violence in their lifetime”

**Solution**

1. What does the social norms change strategy do to face the challenge?

   Some EXAMPLES of actions are:

   - Identify existing social norms related to sexual violence using community surveys or other appropriate methodology.
   - Network and collaborate with diverse constituents for development of state and/or local social marketing, media campaigns, and media advocacy based on data on existing social norms related to sexual violence in the community.
   - Implement state and/or local social marketing and mass media campaigns, informed by data on existing social norms in the community related to sexual violence in order to promote societal norms that support sexual violence prevention.
   - Collaborate and coordinate across community organizations on state and/or local media advocacy focusing on depictions of sexual violence, intimate relationships, and gender in news, advertising, and other media.
   - Engage in public education teaching critical viewing and raising awareness about connections between media messages and sexual violence.
2. What is innovative about how the social norms change strategy is addressing the challenge? (This is one of the most important fields in your success story!)

3. How did you come-up with this social norms change strategy approach as a solution to address the challenge?

Results
1. How has the state and/or local community responded to the social norms change strategy?

2. Describe the positive results and try to be specific, using examples and numbers when possible, so that readers have tangible examples that help them understand.

3. Have there been key accomplishments, through the social norms change strategy? If so, what were they, and how were they documented or tracked? Some EXAMPLES of accomplishments are:
   - Increased awareness of sexual violence among the public
   - Increases in attitudes that support sexual violence prevention
   - Increased awareness among organizations and institutions in the community of the need for sexual violence prevention.
   - Increased requests for sexual violence prevention and public events by other professionals, community leaders, social service providers, law enforcement, medical providers, faith communities, youth serving agencies and other organizations or community groups.
   - Increased coverage of sexual violence prevention and more accurate coverage of sexual violence in the state and/or local community news and entertainment media.

Strategies Summary
1. List in short sentences, the three most important actions or elements that made the social norms strategy successful in promoting sexual violence prevention efforts?
Target Audience Demographic Information
1. Describe the demographics of the population being targeted by your social norms strategy. Include any factors that help illustrate who is benefitting by your social norms strategy.

Call Out Quote
1. Quotes bring life to stories. Is there a community member, or key individual that has specific good things to say about the social norms strategy?
   OR
   Is there a specific quote from a stakeholder about the social norms strategy that will bring this story to life?

2. What might this person say?

3. What is their contact information? (You’ll input that information into the Success Story Application.)

Social-Ecological Model Levels
1. You will want to select the Social-Ecological Model Levels that apply to your social norms strategy. Information about these levels can be found on the VetoViolence website, within the Section labeled “Basics.” They include:
   • Individual
   • Relationship
   • Community
   • Society

Funding Source
1. How did RPE funding help with the implementation of your social norms strategy?

2. Were there businesses or other organizations that donated goods, services, or money to help support the social norms strategy?

These completed answers will help you formulate your final responses to the fields required by the Success Story Online Application. We recommend that you print your completed Worksheet now. (You may want to save it to your computer, too.) When you work on your Application, hold this document to one side and refer to it as you enter your information in each field.

Now, on to the Application itself!