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with + laborare, to work
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National Sexual Violence Resource Center

Year in Review

2017 - 2018



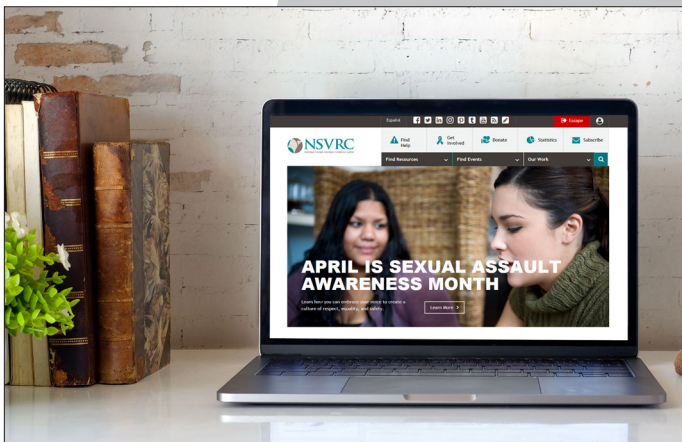


collaboration | prevention | resources

The National Sexual Violence Resource Center (NSVRC) identifies sexual violence as a public health, social justice, and human rights issue and collaborates with experts using a variety of strategies to create a culture free from sexual violence. NSVRC creates and disseminates resources to assist advocates, allies, and journalists working across the globe to address and prevent all forms of sexual violence. This report showcases highlights of NSVRC's work during the October 2017 - September 2018 project year and shares plans for 2019. NSVRC was founded by the Pennsylvania Coalition Against Rape (PCAR) in 2000.

Transitions

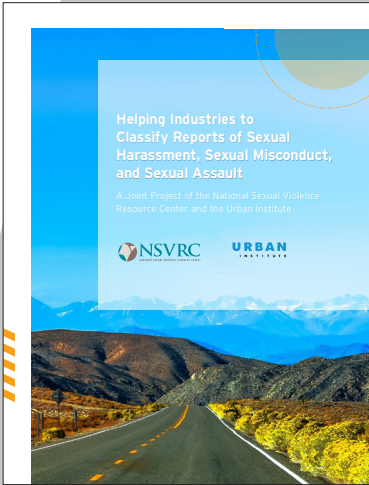
Change is the only constant in life, and this year at NSVRC is no exception - from transitions in leadership and technology to the ends of projects and the beginnings of new partnerships.





Moving toward prevention

A guide for reframing sexual violence



From left to right

NSVRC and PCAR Meeting with Uber • Ali Mailen Perrotto, Executive Director of SARCC with Karen Baker • Our newly redesigned NSVRC website • Kristen Houser, Tony West, and Tina Tchen in NYC after discussing the taxonomy with journalists • Publication NSVRC and BMSG created about prevention and messaging • Uber taxonomy • Karen Baker, NSVRC's former Executive Director who transitioned into PCAR's CEO • NSVRC staff on the SAAM Day of Action • Yolanda Edrington, who transitioned into NSVRC's Executive Director this year

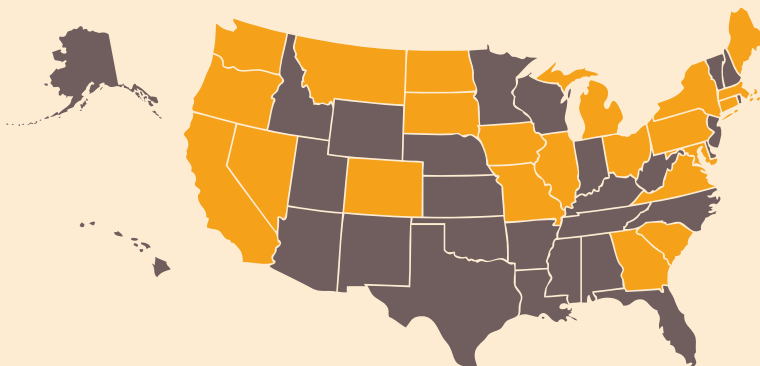
COLLABORATION

NSVRC works with diverse partners to coordinate resources and bring the best available expertise to the field. Some recent examples include:

- Coordinated with CALCASA/PreventConnect in planning outreach and training on newly released resources.
- Collaborated with the Resource Sharing Project, Minnesota Indian Women's Sexual Assault Coalition, and National Organization of Asians and Pacific Islanders Ending Sexual Violence to provide comprehensive, trauma-informed sexual assault victim intervention services.
- Received the Housing and Homeless Services for Sexual Assault Survivors Project with the Resource Sharing Project (RSP). The grant will focus on creating resources for housing/homeless professionals and sexual assault advocates.
- Partnered with *USA Today* to develop the Sunshine Project, the first national survey of sexual harassment and abuse in Hollywood.
- Joined the Match Group Advisory Council as the company works to promote the safety of its users.
- Continued partnership with the National Coalition for Sexual Health, contributing information about the connection between sexual violence prevention and sexual health.
- Sponsored the NASPA Sexual Violence Prevention and Response Conference in January 2018.
- Co-sponsored the National Sexual Assault Conference, hosted by the California Coalition Against Sexual Assault, in August 2018.
- Sponsored the Association for the Treatment of Sexual Abusers Conference in October 2018.
- Sponsored the MESA Multicultural Gathering in November 2018.

OUTREACH EVENTS AND PRESENTATIONS

Staff participated in 124 events in 22 states (shown in orange) and the District of Columbia. Many of these events were sponsored by NSVRC or involved trainings, facilitation, or presentations by NSVRC staff.




PREVENTION


NSVRC builds capacity to prevent sexual violence through resources, trainings, media, and leadership. Examples during the project year include:


- Partnered with the Association for the Treatment of Sexual Abusers for a Reddit Ask Me Anything on sexual abuse perpetration and prevention.
- Launched the Evaluation Toolkit, with a focus on training and resources for state and local preventionists.
- Conducted 21 in-person and webinar trainings related to prevention and evaluation.
- Hosted a live discussion, *Ask a Preventionist!*, in August 2018 putting research into action for a state approach to K-12 sexual violence prevention policy.
- Developed tip sheets related to key topics in news coverage of #MeToo, highlighting bystander intervention and preventing sexual violence in the workplace.
- Coordinated the 2018 national Sexual Assault Awareness Month (SAAM) campaign, *Embrace Your Voice*, which encouraged audiences to take actionable steps toward preventing sexual violence.
- Hosted a Thunderclap (a single, mass-shared social media post) for the SAAM Day of Action, and 600 individuals and groups signed up with a total reach of over 1.1 million in 329 cities.
- Hosted the largest annual Rape Prevention and Education Leadership Training to date, with nearly 200 public health professionals, practitioners, and evaluators in Anaheim, CA.
- Sponsored the National Sexual Assault Conference 2018 Prevention Track consisting of 21 workshops focused on primary prevention.

SOCIAL NETWORKING


NSVRC uses a variety of social media platforms to conduct outreach, build community, and share resources, reaching **12.2 million** people this year. As of September 2018, NSVRC's monthly eNewsletter grew to over **3,500 subscribers**.


 **Facebook: 61,654 community members** (44 different countries), reaching 8 million.


 **Twitter: 27,513 followers**, and over **5 million impressions**.

 **YouTube: 375 subscribers** and 18.1K views.

 **Pinterest: 16 boards**, over **2,500 pins**, **800 followers**, and over **838,514 impressions**.

 **Instagram: 6,221 followers** and **655 posts** shared.

 **LinkedIn: 519 followers**, **1,000 views**, and **38,000 impressions**.

 **Blogs:** NSVRC blog posts were viewed **117,289 times** between October 1, 2017 and September 30, 2018. This is a **75% increase** in views over the last project year.

RESOURCES

NSVRC collects and disseminates a variety of resources and also develops original resources to address gaps and emerging topics. Some original resources from this year include:

- Research translation on highlighting *Key Findings from the Select Task Force on the Study of Harassment in the Workplace*.
- *One Caring Adult* e-learning tool, which highlights ways school professionals can create a trauma-informed classroom for all students.
- Sexual Assault Response Team (SART) Toolkit, with over 80 information sections, 41 videos, 19 recorded webinars, and more.
- Four-part webinar series with the StoryCenter on trauma-informed storytelling methods, ethical practice in working with personal stories, and stories as tools for social change.
- Comprehensive guide providing recommendations on how to develop effective prevention messages: *Moving toward prevention: A guide for reframing sexual violence*.
- A media relations toolkit comprised of tools to inform news coverage about sexual harassment, assault, and abuse.
- Guide developed for advocates working with survivors with autism: *Responding to Survivors with Autism Spectrum Disorders: An Overview for Sexual Assault Advocates*.
- *The Resource* Fall 2018 edition covers the CDC study on the lifetime cost of rape as well as the National Coalition for Sexual Health's five action steps to good sexual health.
- NSVRC's library houses the largest resource collection on the topic of sexual violence and its prevention, with over 44,000 unique titles.

TECHNICAL ASSISTANCE REQUESTS BY CATEGORY

NSVRC staff responded to a total of 2,189 technical assistance requests. This total represents an increase of 9% from the previous year. The most frequent requesters were state sexual assault coalitions, survivors, and local sexual assault programs. The top five requested topics were:

General Information 1272

Rape Prevention Education 320

Sexual Assault Awareness Month 137

Prevention 127

Evaluation 29

RALIANCE

RALIANCE is a national partnership between NSVRC, the California Coalition Against Sexual Assault, and the National Alliance to End Sexual Violence with the goal of ending sexual violence in one generation. Examples of collaborative efforts:

- Awarded over \$500,000 to 11 programs as part of its third round of impact grants in the U.S.
- Enhanced the Sport+Prevention Center with original research on how sport can end sexual violence in one generation.
- Hosted a Sport and Sexual Violence Researcher Think Tank and published recommendations for research and evaluation in sport and gender-based violence.
- Sponsored ThisGen Youth Summit 2018 with partners at the National Football League and Break the Cycle.
- Supported 20 individuals to learn more about writing to influence the public dialogue at The Op Ed Project's Write to Change the World seminar.
- Partnered with Stop Street Harassment to support a national harassment survey/report.
- Penned a series of open letters on ways companies can strengthen their sexual harassment policies and procedures.
- Collaborated with Berkeley Media Studies Group on a comprehensive resource, *Where we're going and where we've been: Making the case for preventing sexual violence*.
- Created a district advocacy toolkit and infographic to support grassroots efforts.
- Sponsored a track at the 2018 National Sexual Assault Conference.
- Supported corporations such as the NFL, Uber, and others as they work to build safer, healthier workplaces.

NSVRC.ORG AT A GLANCE

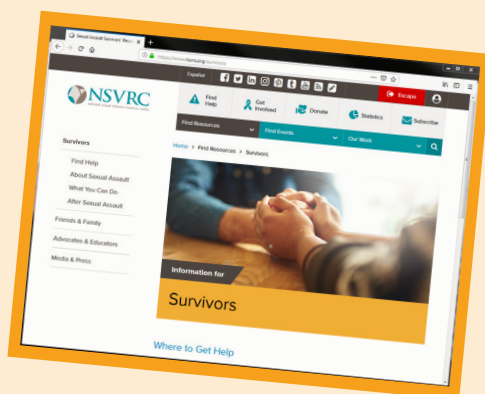
NSVRC.org continues to expand and is used as a portal to excellent work and resources from the field.

NSVRC.org had over 1.4 million page views and 153,265 downloads during this project year.

There was a continued increase of those that access the site via a mobile device, which is 35% of our users.

The SAAM subsite is the most popular content area on NSVRC's website, with over 15,000 downloads.

NSVRClibrary.org had over 10,200 site visits during the project year.



WHAT TO EXPECT IN 2019

PREVENTION ACTIVITIES

- Sexual Assault Awareness Month 2019 / Ask campaign materials about consent in English and in Spanish.
- An infographic detailing risk and protective factors for sexual violence.
- In partnership with the California Coalition Against Sexual Assault, NSVRC will host the National Sexual Assault Conference in Philadelphia, PA in August 2019, with a track of workshops focused on prevention.

RESEARCH & MORE

- A revised version of our most popular online learning course on the brain, body, and trauma.
- An online toolkit for serving male survivors of sexual violence.
- A manual for advocates on serving teen survivors.

- A collaboration with retired sex crimes detective Justin Boardman on a new webinar series, *Through the Lens of Law Enforcement*.

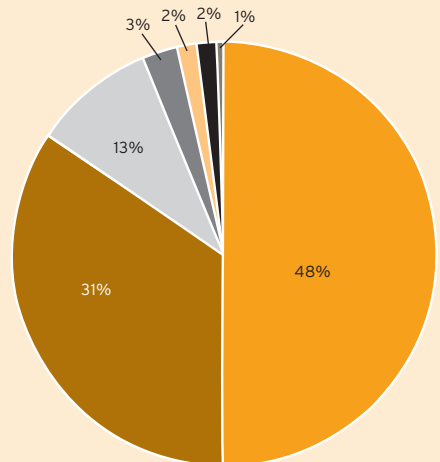
AWARDS

- Visionary Voice Awards (in partnership with state/territory sexual assault coalitions).
- Gail Burns-Smith Award (in conjunction with the Association for the Treatment of Sexual Abusers).

FUNDING SOURCES

NSVRC total funding*: \$4,750,465

31%	Centers for Disease Control and Prevention (CDC)
48%	National Football League (NFL) - Raliance Project
13%	U.S. Department of Justice (DOJ)
3%	Uber
2%	National Coalition Resource Sharing Project (RSP)
2%	Miscellaneous (includes donations & product sales)
1%	Other Grants



*NSVRC is part of the Pennsylvania Coalition Against Rape

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Founded by the Pennsylvania Coalition Against Rape in 2000, the National Sexual Violence Resource Center (NSVRC) identifies, develops, and disseminates resources regarding all aspects of sexual violence prevention and intervention.



 Printed on 100% recycled paper.

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National Sexual Violence Resource Center

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