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National Sexual Violence Resource Center

Year in Review

2018 - 2019

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venire, to COME] 1. for
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objection, etc.) c) to
doing something) 3.
impossible by prior a
obstacle in the way —
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collaboration | prevention | resources

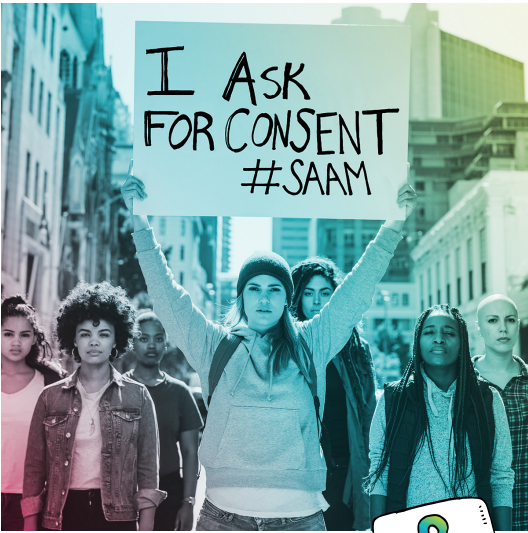
The National Sexual Violence Resource Center (NSVRC) identifies sexual violence as a public health, social justice, and human rights issue and collaborates with experts using a variety of strategies to create a culture free from sexual violence. NSVRC creates and disseminates resources to assist advocates, 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 2018 – September 2019 project year and shares plans for 2020. NSVRC was founded by the Pennsylvania Coalition Against Rape (PCAR) in 2000.

Sexual Assault Awareness Month I Ask Campaign

The 2019 National Sexual Assault Awareness Month (SAAM) campaign focused on consent using the slogan *I Ask*, and distributed 10,000 SAAM Action Kits to individuals and organizations across the U.S. Campaign materials included fact sheets, posters, and coloring pages. Four videos corresponded with the campaign's consent resources on talking with children about consent, digital consent, and the role of power in consent. Materials for campaign promotion included resources for event planning, social media, and media outreach.

The #30DaysofSAAM Instagram Contest launched on April 1 with nearly 800 submissions the first day and over 7,000 posts by the end of the month. An online event list featured three hundred SAAM events. National partners including No More, Planned Parenthood, YWCA, The Arc, and champion gymnast Rachel Haines contributed to the SAAM guest blog series. The Visionary Voice Awards highlighted 38 leaders across the U.S.

Culturally relevant materials in Spanish for SAAM used the theme *Te Pregunto* and also focused on consent. Materials included a handout on *Consent 101*, adapted versions of the four English-language resources, and materials for social media and online outreach. A series of Spanish-language social media graphics shared culturally relevant examples of everyday consent.



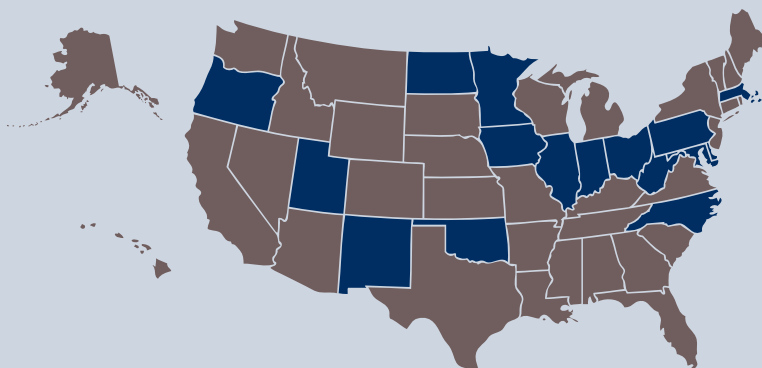
COLLABORATION

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

- NSVRC's Advisory Council is made up of 13 members from a variety of backgrounds including research, public health, underserved populations, advocacy, and state-level work.
- Continued collaboration with the Resource Sharing Project, Minnesota Indian Women's Sexual Assault Coalition, and National Organization of Asians and Pacific Islanders Ending Sexual Violence on the Elevate/Uplift project to provide comprehensive, trauma-informed sexual assault victim intervention services.
- Continued work to create safe housing options for victims of sexual assault as a member of the Safe Housing Partnership with Collaborative Solutions, Inc., National Alliance for Safe Housing, National Network to End Domestic Violence, and the National Resource Center on Domestic Violence.
- Partnered with RALIANCE and Urban Institute to assess Uber's integration of the Sexual Misconduct and Violence Taxonomy.
- Partnered with CALCASA/PreventConnect on webinars and trainings for Rape Prevention and Education recipients and their partners, as well as the National Sexual Assault Conference in Philadelphia, PA, in August 2019.
- Continued partnership with the National Coalition for Sexual Health assisting with making the connection between sexual violence prevention and sexual health.
- Sponsored the Association for the Treatment of Sexual Abusers (ATSA) Conference in October 2019.

OUTREACH EVENTS AND PRESENTATIONS

Staff participated in 52 events, reaching 3,173 people in 17 states and territories (shown in dark blue), including 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:


- Hosted the Rape Prevention and Education Leadership Training – an annual prevention-focused training opportunity for Rape Prevention and Education recipients, coalitions, and evaluators.
- Coordinated 20 prevention track workshops at the National Sexual Assault Conference in Philadelphia, PA.
- Conducted bi-monthly virtual networking opportunities for evaluators and coalition prevention staff.
- Provided 19 prevention trainings across the country, training 741 people.
- Developed an infographic highlighting the connections between risk and protective factors and social determinants of health.
- Coordinated the 2019 Sexual Assault Awareness Month (SAAM) / Ask campaign with resources in English and Spanish.
- Awarded the National Sexual Violence Technical Assistance Resource Center for Prevention of Sexual Violence by Centers for Disease Control and Prevention (CDC). This funding will allow NSVRC to build upon the work we've done, carrying our prevention training, technical assistance, and resource development into the next five years.


SOCIAL NETWORKING

NSVRC uses a variety of social media platforms to conduct outreach, build community, and share resources, reaching **20.4 million people** this year.


 **Facebook: 70,000 followers** reaching over 8 million users.

 **Twitter: 32,838 followers** and over **8 million impressions**.

 **YouTube: 456 subscribers** and 16.9K views.

 **Instagram: 11,110 followers** and **965 posts** shared.

 **LinkedIn: 772 followers, 1,200 views** and **6,500 impressions**.

 **Blogs:** NSVRC blog posts were viewed **133,138 times** between October 1, 2018 and September 30, 2019. This is a **14% 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:

- *Risk and Protective Factors* infographic, highlighting the connections between risk and protective factors and social determinants of health.
- *A Look at the Research: Sexual Violence and Opioids*, an annotated bibliography summarizing research on the relationship between opioid abuse and sexual victimization.
- *American Journal of Preventive Medicine Release Data on Rape-Related Pregnancy in the US*, talking points that cover the highlights from a 2018 study, *Rape-Related Pregnancy and Association with Reproductive Coercion in the U.S.*
- The cover story of *The Resource* fall 2018 edition highlighted the economic impact of sexual violence.
- An online resource collection on *Ending Sexual Assault and Harassment in the Workplace*.
- NSVRC collaborated with various partners to create a blog series on diversity and inclusion in prevention work.
- The cover story of *The Resource* spring 2019 edition featured getting on message about prevention.
- The 2019 Sexual Assault Awareness Month campaign resources – including four palm cards about consent, a campaign toolkit and social media guide, and an event planning guide.

TECHNICAL ASSISTANCE REQUESTS BY CATEGORY

NSVRC staff responded to a total of 3,192 technical assistance requests. This total represents an increase of 46% from the previous year. The most frequent requesters were state sexual assault coalitions, survivors, and local sexual assault programs. The top three requested topics were:

Prevention/Evaluation 303



Communications/Media 228

Sexual Assault Awareness Month 122

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 include:

- Created a publicly available conduct code to help event planners create safer environments for all participants.
- Developed *Guide for Political Parties and 2020 Candidates: A Policy Platform to End Sexual Violence in One Generation*.
- Awarded 10 impact grants totaling \$470,000 to fund novel projects to prevent sexual assault.
- Hosted the inaugural RALIANCE Honors awards that recognized individuals, including Dr. Christine Ford, whose hard work and leadership are helping create a world free from sexual harassment, misconduct, and abuse once and for all.
- Released *Measuring #MeToo: A National Study on Sexual Harassment and Assault* in partnership with Stop Street Harassment, Center on Gender Equity and Health, Promundo, and CALCASA.
- Published an infographic on the state of funding for rape crisis centers.
- Shared an annual progress report on the state of efforts to end sexual harassment, assault, and violence in the next generation.

NSVRC.ORG AT A GLANCE

NSVRC.org continues to expand offering resources for advocates and educators, members of the general public, and media and journalists.

- NSVRC.org had over 2,179,016 page views and 159,294 downloads during this project year. This marks a significant increase from the last reporting period – a 52% increase in page views and 4% increase in downloads.
- More users continued to access the site via a mobile device, which is now 41% of our users.
- The most popular content area on NSVRC's website continues to be SAAM, with over 10,000 downloads of the *I Ask Campaign Toolkit* and *Social Media Guide*.
- NSVRClibrary.org had over 9,600 site visits during the project year.
- NSVRC Library ended the project year with 45,197 unique titles in the collection.

WHAT TO EXPECT IN 2020

PREVENTION ACTIVITIES

- New *I Ask* campaign materials about consent and prevention in English and Spanish for Sexual Assault Awareness Month 2020.
- Resources on the connection between oppression and sexual violence.
- New podcast format and series covering prevention messaging, promising prevention strategies, and evaluation topics.
- New eLearning tools on effective prevention messaging.
- Customized on-site and virtual prevention trainings.
- An annotated bibliography and resource list on the links between housing, homelessness, and sexual violence.
- Online learning circles and national dialogues about capacity, organizational trauma, health, and anti-oppression commitment.
- Resources in support of Uber's upcoming first-of-its-kind Safety Report.

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).

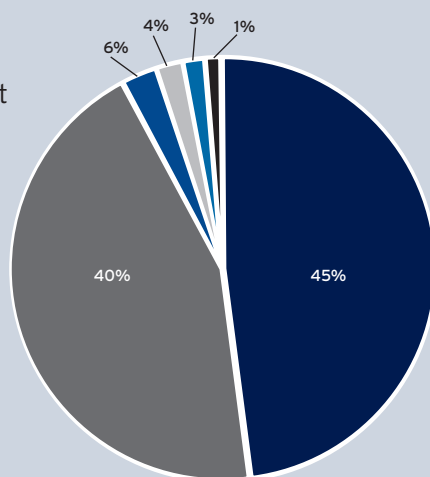
RESEARCH & MORE

- Research translation materials including talking points, podcasts, and blogs.
- Resources on how victim advocates can best serve male survivors.

FUNDING SOURCES

NSVRC total funding*: \$3,792,415

- 45% National Football League (NFL) – RALIANCE Project
- 40% Centers for Disease Control and Prevention (CDC)
- 6% Miscellaneous (includes donations & product sales)
- 4% U.S. Department of Justice (DOJ)
- 3% National Coalition Resource Sharing Project (RSP)
- 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.



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National Sexual Violence Resource Center

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