

Virginia Department of Health/Division of Injury and Violence Prevention

Sexual Violence Prevention Annual Report – 2008

The Division of Injury and Violence Prevention (DIVP) manages the Sexual Violence Prevention Program in Virginia. National leadership and funding for this program is received from the Centers for Disease Control (CDC). The CDC supports programs in all 50 states, the District of Columbia, Puerto Rico, and 7 U.S. territories through the Violence Against Women Act.

DIVP strives to reduce sexual violence in Virginia through a variety of efforts and partnerships. The following activities were conducted in Fiscal Year 08:

- Facilitated meetings of the Virginia Sexual Violence Prevention Planning team, a two year partnership with the Virginia Sexual and Domestic Action Alliance (VSDVAA). The team was commissioned by the CDC to work with stakeholders to develop a strategic plan to reduce sexual violence.
- Provided seven presentations on “Stop It Now!” – a national program to prevent child sexual abuse. DIVP also provides access to the “Stop It Now!” helpline at 1-888-PREVENT to assist people who are concerned that someone they know may be a possible perpetrator of sexual abuse.
- Provided three trainings regarding teen dating violence prevention curricula to youth serving professionals. The trainings focused on Safe Dates as an evidence-based curriculum for middle and high school students and Choose Respect which was developed by the CDC.
- Provided funding to support an e-newsletter, “Moving Upstream,” that is produced by VSDVAA and focuses on primary prevention.
- Provided funding to support a two day primary prevention conference produced by VSDVAA. DIVP staff co-facilitated a pre-conference training day on “Beyond Consent: Healthy Sexuality and Primary Prevention of Sexual Violence.”
- Worked with a team for DIVP, VSDVAA, Arlington County’s Violence Intervention Project, and ACTS/Turning Point to develop the PREVENT Project which was implemented as a pilot program in five communities. The PREVENT Project provides training to all staff members at youth-serving agencies to assist the agency to incorporate messages about the prevention of sexual violence and teen dating violence in the overall agency activities.

In addition, DIVP provided sexual violence primary prevention funding and technical assistance to fifteen Sexual Assault Crisis Centers in Virginia communities. All of the Virginia Agencies receiving sexual violence prevention funds are members of the VSDVAA. As a result of the sexual violence primary prevention funding educational session, information, and professional training was provided throughout much of the state.

Educational Sessions

Total # of Sessions	3518
Total # of Participants	33,390

Professional Training

Total # of Sessions	155
Total # of Participants	4,550

Resources

Total # of informational units distributed	162,749
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DIVP also manages the Statutory Rape Awareness Program for Virginia. This program is administered and funded through the Temporary Assistance to Needy Families block grant. The program goals are to raise community awareness of the problem of statutory rape and to reduce the incidence of statutory rape. The following activities were implemented during Fiscal Year 08 to meet the broad goals set for this initiative:

- Campaign media appeared on five outdoor billboards, 20 static clings, and 80,000 postcards in Virginia Beach, Richmond, and Hampton Roads along with 462 radio spots for a total of over 2 million gross impressions. Continued the creation of a new statutory rape prevention campaign targeting.
- Provided three, one-day trainings to 231 professionals who work with youth using the Unequal Partners curriculum. Outcome evaluation showed 95% stated training increased their knowledge of Statutory Rape.
- 60 training events on “Sexual Coercion and Sexual Exploitation of Minor Youth,” were held in Virginia to increase youth service providers’ knowledge concerning sexual exploitation and attracted approximately 950 participants. Training participants indicated a 9.18% increase in knowledge of the subject as measured in pre- and post-training surveys.
- Maintained and updated a website to complement the campaign. The sites www.varapelaws.org and <http://www.paramihija.com> includes information on statutory rape punishments, all the laws related to sexual assault and minors, and options for the individual who knows someone that may be in a coercive relationship. Web trend data indicates that there have been over 34,378 page views in FY 2008.
- Provided a social marketing campaign with a focus on male involvement in sexual violence prevention using radio and outdoor advertisement (10 billboards). The campaign achieved over 6.63 millions gross impressions.
- Provided 25 trainings focusing on male involvement in sexual violence prevention to 940 professionals.
- Provided three trainings on the White Ribbon Campaign to 60 professionals. The White Ribbon Campaign is the largest multi-national effort to get men involved in working to end violence against women, to raise awareness of the problem, and to support organizations that deal with the consequences of this violence. Men are asked to wear white ribbons as a personal statement that they will never commit, condone, or remain silent about violence against women. Men are asked not just to become "aware" of this issue but are invited to actively participate in efforts to reduce violence against women.
- Provided 19 trainings to 914 professionals about healthy teen dating using the CDC's Choose Respect materials.
- Provided a social marketing campaign encouraging parents to talk to their teens about dating relationships using the CDC's Choose Respect radio ads. This achieved 1.23 million gross impressions.

DIVP maintains a heavily moderated list server from which an average of one to two emails per week are sent out regarding upcoming trainings, new resources, available funding, and job opportunities. To join the list server, please send a blank email to VDHsvlist-subscribe@yahoogroups.com.

The Sexual Violence Prevention Program works closely with Project RADAR, a DIVP initiative to assist health care professionals identifying, assessing, and managing patients experiencing intimate partner violence. For more information on Project RADAR, please go to www.vahealth.org/Injury/projectradarva.