

# SEXUAL VIOLENCE PREVENTION PLAN

Washington State Department of Health  
Injury and Violence Prevention

2017

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# About the Sexual Violence Prevention Plan

Washington State Department of Health is pleased to present the 2017 Sexual Violence Prevention Plan, an update to the 2009 Sexual Violence Prevention Plan, *Synergies*<sup>1</sup>. The development of this plan owes a great deal to those responsible for the 2009 plan, and to the many contributors who shared their time and knowledge for the 2017 edition. Their work helps us to continue the great legacy of sexual violence prevention work in Washington State.

The period surrounding the development of the 2009 plan was the culmination of a shift in statewide focus away from risk reduction efforts, and toward perpetration reduction. The 2017 plan builds upon that transition. It emphasizes community-driven decision-making and encourages efforts to track and evaluate programs, which promote evidence-informed applications of prevention work statewide.

Leading this effort is the Washington State Department of Health (DOH), in partnership with Department of Commerce's Office of Crime Victim's Advocacy (OCVA) and the Washington Coalition of Sexual Assault Programs (WCSAP). These three organizations make up the Prevention Steering Committee (PSC).

Together, these organizations engaged in a cooperative, community-driven effort to solicit feedback on a series of guiding principles, goals, and action steps for preventing sexual violence. This included nine key informant interviews and a survey (n = 47 of 103 sampled) of current and former professionals from across the diverse field of sexual violence prevention. For more information regarding the facilitated process, please see [Appendix A: Stakeholder Survey Results](http://www.doh.wa.gov/Portals/1/Documents/Pubs/140-165-SexualViolencePreventionPlanAp1.pdf), available online at <http://www.doh.wa.gov/Portals/1/Documents/Pubs/140-165-SexualViolencePreventionPlanAp1.pdf>.

## Special Thanks

This process received feedback from many members of the groups noted below. The Department of Health extends sincerest appreciation to the following contributors for their assistance in the development of this plan.

- Community Sexual Assault Programs (CSAP)
- Culturally specific community service providers
- Native American communities
- Evaluation Specialists, the evaluation team for the RPE Program
- Current Rape Prevention and Education (RPE) program grantees
- Current and former leaders in sexual violence prevention
- State agency partners

The Department of Health also extends special thanks to the Prevention Steering Committee for its ongoing engagement and the generous sharing of their knowledge in the development of the plan. Prevention Steering Committee Partners include:

### Washington Coalition of Sexual Assault Programs

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### Department of Commerce, Office of Crime Victims Advocacy

Trisha Smith, Section Manager, Sexual Assault Services Program  
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# Guiding Principles for Sexual Violence Prevention in Washington State

The Prevention Steering Committee (PSC), through a facilitated process, identified six principles that will guide statewide efforts to prevent sexual violence over the next five years. These guiding principles are the values that inspire the goals, strategies, and action steps identified in this plan.

## Guiding Principle 1: Comprehensive prevention programming

Several activities are implemented across multiple levels of influence – the social ecology – within the same community to ensure repeated exposure. Efforts are concentrated, theory-driven, and strategic in order to address the culture of perpetration (the attitudes, behaviors, and norms that promote sexual violence).

## Guiding Principle 2: Community-led and culturally specific prevention

Prevention efforts are more successful when community members have ownership of solutions to prevent sexual violence. Effective and meaningful prevention efforts are informed by, and relevant to, those in the community. Culturally and linguistically appropriate prevention programming and meaningful stakeholder relationship building are essential elements of primary prevention.

## Guiding Principle 3: Sustainable prevention efforts

Primary prevention is a priority, and efforts will be made to sustain and expand the prevention presence in our state. We all have a role through increased community ownership, dedicated staffing, strong infrastructure, and prioritized funding.

## Guiding Principle 4: Commitment to continuous improvement

Ensuring prevention efforts are effective requires on-going planning and revision that is driven by best available evidence,<sup>2</sup> and by a willingness to perform course corrections as needed.

## Guiding Principle 5: Intersectional approaches

People at the margins of society experience increased sexual violence because of the intersection of identities such as race, gender identity, ability, age, and immigration status. Intentional efforts to include an intersectional lens are critical when developing primary prevention approaches.

## Guiding Principle 6: Trauma-informed approaches

The context and circumstances that surround a traumatic event affect people in different ways. Prevention efforts recognize that trauma is personal and are responsive to the impacts of trauma.

# Introduction

Sexual violence is a serious, preventable public health problem that affects each community in our state. Over a three-year period, 38,310 people obtained sexual assault services statewide to aid with the aftermath of sexual assault.<sup>3</sup> These figures still do not convey the whole story, as sexual violence in all its forms is critically underreported. National data suggest that **one in every five women (18.3 percent)** will be raped in their lifetime.<sup>4</sup>

The most recent Centers for Disease Control and Prevention data for Washington State show that women and men both report contact sexual violence at higher rates than the national average.<sup>5,6</sup> Several factors may contribute to these numbers. Reporting tends to increase with increased awareness of sexual violence, and with increased community norms that support survivors. Reporting may also increase when community-based programs are known to deliver high-quality, trauma-informed, accessible, and confidential survivor services.

Survivors receiving direct services for sexual assault victimization in Washington State



Note: Years represent the state fiscal year, July 1-June 30

Note: 2017 represents data through June 29, 2017

Source: Washington State Dept. of Commerce, Office of Crime Victims Advocacy, InfoNet Statewide Data Report

## About the Guiding Principles, Strategies, and Goals

The Sexual Violence Prevention Plan contains Guiding Principles, Strategies, and Goals. Each of these elements serves a distinctive and important purpose in the plan.

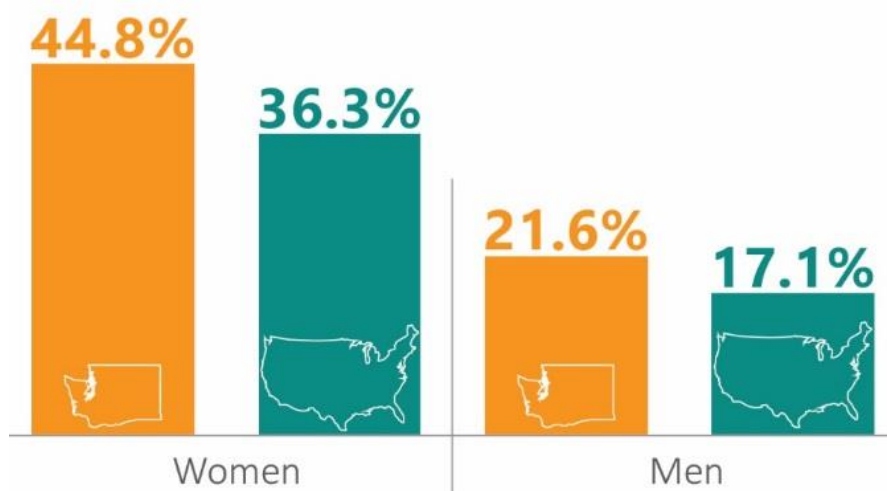
The Guiding Principles on page 2 represent the values that inspire the goals, strategies, and action steps in this plan.

The Strategies guide Washington State's efforts to change the culture of perpetration and to create a world free of sexual violence.

The Goals provide strategic direction over the next five years, focusing the collective efforts of the many individuals and organizations working toward sexual violence prevention in our state. Each goal includes targeted action steps for both the state and local levels.

Sexual violence is harmful to survivors, families, and communities. The effects of sexual violence can be long lasting, and negatively affect a person’s quality of life physically, psychologically, and socially. In addition, sexual violence may lead to ongoing health conditions such as chronic pain, high blood pressure,<sup>7</sup> or risk behaviors such as smoking,<sup>8</sup> that may cause further harm or slow recovery. The economic costs of sexual assault also carry over into the workplace, likely resulting in “time off, diminished performance, job loss, and inability to work.”<sup>9</sup> National research estimates that, taking into account “impaired health, lost productivity, and criminal justice costs... the estimated lifetime cost of rape was \$122,461 per victim” or \$3.1 trillion total over the lifetimes of all U.S. victims.<sup>10</sup>

### Rates of Lifetime Contact Sexual Violence Washington State Average vs. National Average



Note: Lifetime contact sexual violence includes one or more experiences of rape, being made to penetrate someone else, sexual coercion, and/or unwanted sexual contact.

Source: CDC’s National Intimate Partner and Sexual Violence Survey (NISVS) 2010-2012 survey, <https://www.cdc.gov/violenceprevention/pdf/NISVS-StateReportBook.pdf>, Tables 3.9, 3.14

All of these factors support the absolute need to invest in the prevention of sexual violence.

## Why does the plan use direct client service data?

Direct Client Services (DCS) data comes from the Washington State organizations and tribes that provide confidential services to sexual assault survivors. For a variety of reasons, people who have experienced sexual assault are more likely to seek confidential services than to report the assault to law enforcement.

# Primary Prevention

This plan is a guide for state and local efforts to prevent sexual violence over the next five years, with a specific focus on **primary** prevention: preventing sexual violence before it occurs. The plan recognizes that a comprehensive approach also includes **secondary** and **tertiary** prevention. **Secondary** prevention emphasizes an immediate response after sexual violence occurs, such as hotline services and advocacy to improve medical, legal, and mental health services for survivors. **Tertiary** prevention emphasizes long-term survivor services to support the process of recovery, such as counseling services and support groups for survivors, and sex offender treatment and monitoring.

Collectively, these efforts aim at creating a world free of sexual violence.



Washington State pursues many ways to create a world free of sexual violence.

This plan focuses on primary prevention.





## Changing Norms and Building Skills

Within primary prevention, Washington State prioritizes two approaches to address the root causes of sexual violence and to shift the culture of perpetration: changing social norms (i.e. common behaviors) and building skills to engage in effective prevention efforts.

The National Sexual Violence Resource Center's five norms frame how shared attitudes, behaviors, and beliefs can contribute to an environment in which sexual violence occurs.

The five norms are:<sup>11</sup>

1. **Women:** limited roles for and objectification and oppression of women.
2. **Power:** value placed on claiming and maintaining power (manifested as power over).
3. **Violence:** tolerance of aggression and attribution of blame to victims.
4. **Masculinity:** traditional constructs of manhood, including domination, control, and risk-taking.
5. **Privacy:** notions of individual and family privacy that foster secrecy and silence.

By mobilizing communities to challenge these norms and develop skills to address risk factors for sexual violence, we will shift culture and create lasting change for a safer and healthier Washington.

Washington State draws on the best available data and practice-based evidence to develop effective primary prevention strategies. It is essential for prevention programs and communities to share relevant data points and knowledge (e.g., trend data, other measurable program statistics, and illustrative success stories) to support the diverse efforts communities employ to prevent sexual violence across Washington State.

# Philosophy of Prevention

This plan is based on widely known and practiced frameworks and philosophies, and builds on Washington's 2009 sexual violence prevention plan, *Synergies*.

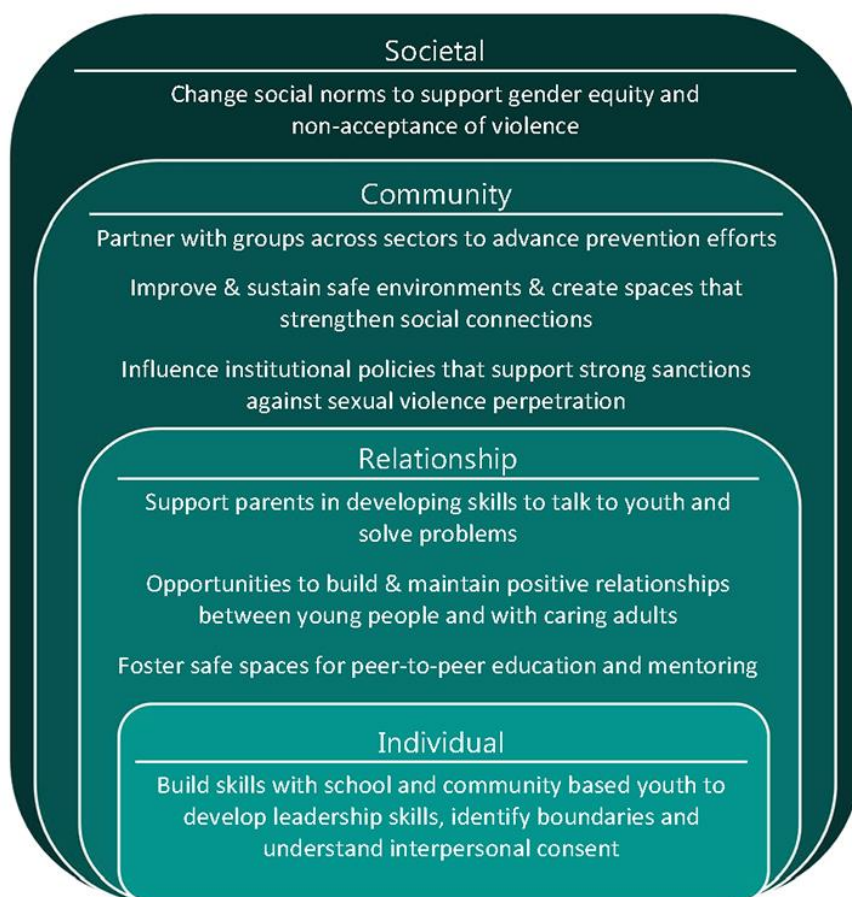
While sexual violence is a byproduct of individual behavior, preventing violence requires more than individual education. It must also take into account the influence each of the four levels of the social ecology (societal, community, relationship and individual) has on the others. To address the root causes of sexual violence, prevention strategies must focus on multiple levels.

Ideas from feminist, anti-oppression, and violence prevention theories create the foundation of both the old and new state plans. Feminist theory provides the framing for rape culture. Anti-oppression work emphasizes equity and intersecting forms of violence, recognizing that people at the margins of society experience even higher rates of violence. Finally, the public health approach of the primary prevention of violence provides the vision that violence can be stopped before it ever happens. The combination of these theories forms the foundational understanding of sexual violence prevention.

Relying on this foundation, the updated plan continues to promote the public health approach and the social-ecological model (SEM) of prevention. Both the public health approach and SEM encourage thought and action at the social level, and seek to understand not only what may cause sexual violence, but how to address the problem before it occurs. In turn, feminist theory and anti-oppression theory act as a layered complement, offering a greater understanding of the social and cultural context.

Washington State prioritizes community-driven strategies to address the root causes of violence. This approach emphasizes culturally and linguistically relevant methods, and empowers communities to cooperatively prevent sexual assault before it occurs.

## Preventing sexual violence requires change at all levels of the social ecology



# The Way Forward

## Nine Strategies

Inspired by the guiding principles on page 2, nine strategies will guide Washington State's efforts to change the culture of perpetration and to create a world free of sexual violence. These strategies are intended to build capacity and infrastructure, enhance evaluation, and to spur the formation of new relationships and data-collection and sharing opportunities.

**Strategy 1:** Build the capacity of local organizations to track and access sexual violence data.

**Strategy 2:** Build community readiness for primary prevention by supporting education, outreach events, trainings, technical assistance, print, and multiple media resources.

**Strategy 3:** Explore evidence-based and evidence-informed primary prevention strategies across the state, relevant to local and community needs.

**Strategy 4:** Provide opportunities for experiential learning statewide through training events targeted at evidence-based and promising prevention strategies.

**Strategy 5:** Cultivate local-level community leadership in sexual violence primary prevention efforts.

**Strategy 6:** Enhance evaluation capacity at the state and local level.

**Strategy 7:** Cultivate culturally and linguistically appropriate prevention programming.

**Strategy 8:** Emphasize collaboration and partnership-building among sexual violence prevention programs and natural allies.

**Strategy 9:** Set policy at the state level, develop strategies at the local level, and track and monitor data at both levels.

## Five Goals

The goals provide strategic direction over the next five years, focusing the collective efforts of the many individuals and organizations working toward sexual violence prevention in our state.

Each overarching goal includes a rationale, plus targeted action steps for both the state and local levels. This intentional design presents a transparent communication of interests, intended to create room for the strategic priorities of different audiences to emerge. Moreover, the action steps do not represent an exhaustive list of possible actions, and can be expanded.

The strength of this approach is to encourage comprehensive primary prevention programming, with cultural and linguistic relevance to the involved communities.

## GOAL 1: SUPPORT THE INDIVIDUALS, GROUPS, AND ORGANIZATIONS THAT ENGAGE IN BUILDING SKILLS AND SHIFTING NORMS TO PREVENT SEXUAL VIOLENCE

### RATIONALE

- Sexual violence is a complex issue that requires social change and comprehensive programming.
- Communities that develop and practice healthy skills are more likely to shift norms that support a culture of perpetration.
- Ownership of prevention exists at every level; individuals, communities, systems, and the state level are all essential to sustaining and unifying our efforts.

### ACTION STEPS

State	Local
<ul style="list-style-type: none"> <li>• Perform a statewide evaluation of evidence-based and evidence-informed primary prevention strategies, relevant to local and community needs.</li> <li>• Build local program readiness for primary prevention through trainings, technical assistance, print, and multiple media resources.</li> <li>• Design culturally and linguistically appropriate prevention training, networking, and resource sharing opportunities.</li> <li>• Emphasize collaboration and partnership building between sexual violence prevention programs and natural allies such as schools, youth sports leagues, and community organizations engaged in other areas of prevention such as teen pregnancy.</li> <li>• Provide opportunities for experiential learning statewide through training events targeted at evidence-based and promising prevention strategies.</li> </ul>	<ul style="list-style-type: none"> <li>• Assess community readiness, and incorporate the information gained to inform sexual violence prevention efforts.</li> <li>• Use community-driven prevention strategies to cultivate local leaders.</li> <li>• Emphasize collaboration and partnership building among natural allies in the community.</li> <li>• Increase local community mobilization for primary prevention through education and outreach activities.</li> </ul>

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## GOAL 2: IMPLEMENT COMPREHENSIVE PREVENTION STRATEGIES THAT ADDRESS THE CULTURE OF PERPETRATION

### RATIONALE

- Sexual violence is situated in a culture of perpetration of sexual violence, and therefore requires a multi-faceted and intensive approach.
- Research has shown that the most effective efforts will be tailored to and driven by the community.
- Comprehensive programming works with the underlying or root causes of sexual violence in the community, and therefore also addresses other forms of intersecting oppression and violence.

### ACTION STEPS

State	Local
<ul style="list-style-type: none"><li>• Perform a statewide exploration of evidence-based and evidence-informed primary prevention strategies, relevant to local and community needs.</li><li>• Design culturally and linguistically appropriate prevention training, networking, and resource sharing.</li><li>• Support local programs' capacity for comprehensive programming that is rooted in best practices, by providing experiential learning statewide on:<ul style="list-style-type: none"><li>○ Evidence-based and promising prevention strategies.</li><li>○ Evaluation capacity.</li><li>○ Data use.</li><li>○ Culturally and linguistically appropriate approaches.</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Engage in prevention strategies that are community-driven, age and developmentally appropriate, and culturally and linguistically relevant.</li><li>• Implement programming that aligns with the best available evidence about changing behaviors and norms related to a culture of perpetration.</li></ul>

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## GOAL 3: EXPAND COMPREHENSIVE PREVENTION PROGRAMMING ACROSS THE STATE

### RATIONALE

- Increasing the investment in sexual violence prevention is necessary to maintain and increase the momentum to create social change.
- Preventing sexual violence and eliminating the culture of perpetration requires meaningful partnerships with individuals, communities, and systems.
- Connecting programs and communities to each other is vital to creating a shared understanding of the priority of primary prevention.
- Ensuring access to basic services and creating opportunities for healing and empowerment is essential to building the prevention infrastructure that may support the needs of any community.

### ACTION STEPS

State	Local
<ul style="list-style-type: none"><li>• Support efforts to sustain and increase state investment for prevention.</li><li>• Create new partnerships among state-level partners that represent diverse communities.</li><li>• Build the capacity of local communities to engage and to develop comprehensive prevention programming.</li></ul>	<ul style="list-style-type: none"><li>• Engage in state-level coordination of sexual violence prevention efforts.</li><li>• Participate in local policy advocacy.</li><li>• Cultivate community leadership in sexual violence primary prevention efforts.</li><li>• Provide and participate in peer mentoring with others interested in sexual violence prevention.</li></ul>

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## GOAL 4: CONTINUE TO DEVELOP AND ENHANCE EVALUATION OF SEXUAL VIOLENCE PREVENTION PROGRAMMING

### RATIONALE

- The existing evidence base on preventing sexual violence perpetration is still growing. It is imperative to contribute to these efforts at both local and state levels.
- Evaluation offers programs a reliable way to gain understanding of effectiveness and to improve services.
- Evaluation presents an opportunity for networking and resource sharing in addition to multidisciplinary cooperation.
- The capacity to evaluate prevention efforts increases programs' ability to obtain funding opportunities for sexual violence prevention.

### ACTION STEPS

State	Local
<ul style="list-style-type: none"><li>• Build the capacity of local organizations to track and access sexual violence data, and to implement evaluation efforts.</li><li>• Track and use state-level data to inform evaluative priorities.</li><li>• Support and improve statewide infrastructure to engage in evaluation efforts.</li><li>• Provide opportunities for experiential learning statewide through training.</li></ul>	<ul style="list-style-type: none"><li>• Review available data and evaluate prevention efforts.</li><li>• Use data to support quality improvement of existing prevention programs.</li><li>• Develop new programming based on information gained through data review.</li></ul>

Evaluating effective community-based program implementation is a key step in preventing sexual violence. To learn more about Washington's use of principles-focused evaluation to support effective community-based program implementation, check out [Appendix B: Principles to Guide RPE Local Program Implementation](http://www.doh.wa.gov/Portals/1/Documents/Pubs/140-165-SexualViolencePreventionPlanAp2.pdf), available online at <http://www.doh.wa.gov/Portals/1/Documents/Pubs/140-165-SexualViolencePreventionPlanAp2.pdf>.

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## GOAL 5: INCREASE UTILIZATION OF STATE-LEVEL DATA

### RATIONALE

- Data can be used to describe the burden of sexual violence at the state level, and can be useful in sustaining and expanding the funding priority for prevention.
- Data is needed to measure progress toward achieving goals and continuously improving our efforts.
- Data about perpetrators and the culture of perpetration can help inform areas of focus for primary prevention efforts, and opportunities for collaboration across multiple forms of violence.
- Data can help identify those communities most at risk, with the least resources to strengthen the intersectional approach to prevention.

### ACTION STEPS

State	Local
<ul style="list-style-type: none"><li>• Identify publicly available state-level measures logically connected to sexual violence.</li><li>• Develop a document that links publicly available data sources to data measures that are relevant to sexual violence risk and/or protective factors and sexual violence outcomes in Washington.</li><li>• Collaborate with other organizations, as needed, to develop memoranda of understanding and/or data-sharing agreements to bolster access to information.</li><li>• Regularly communicate data related to sexual violence to local agencies and the public.</li></ul>	<ul style="list-style-type: none"><li>• Use data to guide the development efforts of prevention program in local communities.</li><li>• Use data to promote discussions with community partners and natural allies such as schools, youth sports leagues, and community organizations engaged in other areas of prevention such as teen pregnancy.</li><li>• Use data to inform quality improvement efforts of local programming.</li></ul>



# Sexual Violence Definitions

**Anti-Oppression Theory**<sup>1</sup> – Acknowledges that power imbalances exist and are perpetuated by societal inequalities. This framework advocates for the elimination of injustice and recognizes that all forms of oppression (e.g. racism, sexism, homophobia, xenophobia, ableism, transphobia) are interconnected.

**Culture of Perpetration**<sup>12</sup> – The attitudes, behaviors, and norms that support and perpetuate the root causes of sexual violence.

**Community Mobilization/Development** – A process where community members come together to take collective action and generate lasting change; prevention efforts are more likely to succeed and be sustained when the ownership of ending sexual violence is shifted from social services to the community.

**Comprehensive**<sup>13</sup> – Prevention that includes multiple components and affect multiple settings to address a wide range of risk and protective factors of the target problem.

**Education and Awareness**<sup>14</sup> – Activities aim to define sexual violence, illustrate the effect it has on survivors, inform participants how to help a friend, explain legal rights and reporting options, and promote the services offered in the community to survivors.

**Feminist Theory**<sup>1</sup> – Is a framework that advocates for gender equality and is the foundation of the anti-rape movement. It is also an extension of feminism, defined by Bell Hooks as a movement to end sexism, sexist exploitation, and oppression.

**Key Informant** – A person who holds a wealth of experience and knowledge in the field of sexual violence prevention. This person may hold informal or formal power.

**Norms** – A standard or common behavior.

**Primary Prevention**<sup>15</sup> - Approaches that take place before sexual violence has occurred to prevent initial perpetration or victimization. This requires that we address the underlying, or root, causes of the violence and is often referred to as moving upstream.

**Protective Factors**<sup>16</sup> – Protective factors may lessen the likelihood of sexual violence victimization or perpetration by buffering against risk. These factors can exist at individual, relational, community, and societal levels.

*Continued on the next page*

**Risk Factors**<sup>17</sup> – Risk factors are associated with a greater likelihood of sexual violence (SV) perpetration. They are contributing factors and might not be direct causes. Not everyone who is identified as "at risk" becomes a perpetrator of violence.

**Secondary Prevention**<sup>14</sup> – Immediate responses after sexual violence has occurred to deal with the short-term consequences of violence.

**Social-Ecological Model**<sup>18</sup> – This model considers the complex interplay among individual, relationship, community, and societal factors. It allows us to understand the range of factors that put people at risk, or protect them from experiencing or perpetrating violence. The overlapping rings in the model illustrate how factors at one level influence factors at another level. The model also suggests that in order to prevent violence, it is necessary to act across multiple levels of the model at the same time. This approach is more likely to sustain prevention efforts over time than any single intervention.

**Tertiary Prevention**<sup>14</sup> – Long-term responses after sexual violence has occurred to deal with the lasting consequences of violence and sex offender treatment interventions.

**Victims/Survivors** – A term used to describe someone who has experienced sexual violence.

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