

PREVENTION SERVICES⁷

Definition	<ul style="list-style-type: none"> • Providing culturally appropriate, structured activities/strategies implemented in a variety of settings and to a universal population that promote the primary prevention of sexual violence • As dictated by community need and agency capacity; ideally, prevention services should be sustained and expanded to increase exposure of prevention messages over time
Goal	<p>To equip individuals, groups, institutions, and society at large with the knowledge, attitudes, behaviors, skills, and environments to prevent sexual violence before it occurs</p>
Minimum Qualifications	<ul style="list-style-type: none"> • Development and utilization of comprehensive, evidence-based strategies through a continuum of activities addressing all levels of the social ecological model or Spectrum of Prevention • Activities are predominantly focused on reducing risk factors of perpetration and promoting protective factors of victims/survivors and perpetrators so as to not have a disproportionate number of activities that focus on victim/survivor risk reduction • Activities are culturally and developmentally appropriate for the selected population(s) • Development and utilization of comprehensive evaluation methods and tools that demonstrate knowledge, behavior change, and commitment to quality improvement • Institutional support for prevention programming, including through funding, is a priority for the agency

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Program Checklist

1. Staffing

Prevention services providers:

- Have demonstrated knowledge and competency in concepts of violence prevention, sexual assault dynamics, anti-oppression, community building, and public health frameworks such as social ecological theory or Spectrum of Prevention; all providers/preventionists have completed the 40 hours of training for rape crisis advocates, and will have at least one-year experience working with survivors
- Are trained in skills related to working with various cultural and linguistic communities
- Are committed to ongoing training in best practices related to sexual violence prevention

2. Have demonstrated knowledge or are trained in skills to develop developmentally appropriate materials

- Agency clearly defines the prevention program's selected audience(s), through data sources such as needs and asset assessments, community health plans, and best practices
- Agency has a defined key concept or message – single most important fact for participant to understand and remember
- Agency has defined behavioral objectives – actions the individual is to perform as a result of participating in the prevention programming
- Agency has developed a strategic, sustainable spectrum of activities so as not to focus solely on individual education
- Programming contains key informational points the participant needs to grasp to be able to achieve the behavioral objective
- Agency considers age, attitudes, beliefs, values, culture, and language of the individuals, groups, and community receiving the information
- Programming demonstrates accurate and complete information, including biological, psychological, social and moral value aspects, and different viewpoints of an issue
- Programming conveys information free from gender, racial, bias, and other stereotypes, and rigid assumptions or labels
- Programming materials are reviewed for age level and reading level of intended audience, grammar, type and style of print, font, layout, etc.

3. Planning and Implementing Prevention Services Programming

- Providers/Preventionists assess the audience's needs and goals, and whenever possible include community/audience members in the development of services
- Providers/Preventionists formulate appropriate, measurable, and written objectives
- Providers/Preventionists identify a variety of evidence-based activities based on the program's objectives
- Providers/Preventionists focus on saturation and sustainability so as to reinforce desired behaviors, policies/systems, and environments
- At minimum, prevention services methods⁸:
 - Promote protective factors
 - Strive to be comprehensive
 - Are concentrated and capable of being sustained and expanded over time
 - Use varying teaching methods to address multiple learning processes
 - Are based on purposeful, logical rationale
 - Are developmentally appropriate
 - Are developed in collaboration with a representative cross-section of community members to incorporate diverse cultural beliefs, practices, and community norms
 - Include a systematic method to determine program effectiveness and promote continuous quality improvement
 - Become incorporated into the agency's overall mission to end sexual violence

4. Policies

- Information delivered is factual, current, and accurate
- Personal opinions and philosophies of prevention services providers are kept to a minimum and, if used, are identified as such by the provider
- At their request, survivors may be a valued addition to prevention activities presented by the agency, and whether or not an individual is a survivor is not the determining factor in participation in such activities; rather, their appropriateness and comfort level for participation in the activity is the determining factor
- All curricula and written materials distributed are prepared and presented in a manner respectful of individual culture and self-identification
- The agency may refuse to provide prevention services to people who are harassing the program staff or other participants and refers these individuals to other appropriate agencies as needed
- Prevention services activities are only conducted by programs and staff members who are specifically funded to do so, with consideration that

prevention services are an unallowable activity under many federal and state funding sources

- Whenever possible, prevention staff are fully or majority funded to provide prevention programming so as to allow for time to implement comprehensive and sustainable programming (i.e. not pulled away to do direct services)
- Program develops policies and procedures that recognize burn-out and the need for self-care for all staff, including prevention providers

5. Evaluation

- The agency develops, or selects, and implements effective evaluation tools to assess achievement of activity's objectives, including for all policy, messaging, and community-based work
- The agency carries out evaluation and continuous quality improvement plans consistently
- When possible, the agency conducts follow-up evaluations on impact of activities
- The agency implements surveys with educational participants and event organizers to assess the presenter's efficacy through measures such as: clarity of communication; encouragement of discussion amongst participants; demonstration of active listening & connecting with participants; engagement and application of participants' responses; relevancy of material to cultural and community needs; and (if applicable) effective collaboration with co-presenter(s)
- The agency reviews evaluation results regularly, such as quarterly, and adjusts activities as appropriate
- The agency provides a report of numbers served, types of activities conducted, qualitative feedback, and results of pre- and post-tests on a regular basis, per agency and funder policies
- The agency provides a summary of prevention activities, when requested, to agency Board of Directors, staff members, volunteers, and/or the community

⁷ This Standard was informed by: *Resources for Sexual Violence Preventionists*, NSVRC and *Sexual Violence and the Spectrum of Prevention*, NSVRC

⁸ Virginia Sexual and Domestic Violence Action Alliance. *Guidelines for the Primary Prevention of Sexual and Intimate Partner Violence*.