



# Building Prevention: Sexual Violence, Youth, and Drinking Conference Report

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Jennifer Fraser, University of Ottawa

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## INTRODUCTION

On May 19, 2011, a one-day conference was held at Ottawa City Hall to release the research report, “Building Prevention: Sexual Violence, Youth, and Drinking” and launch the alcohol-related sexual violence prevention public awareness campaign, “Don’t Be That Guy”. The “Building Prevention” report was the outcome of an Ottawa-based study funded by Crime Prevention Ottawa and led by the Ottawa Rape Crisis Centre (ORCC) in partnership with the Ottawa Coalition to End Violence Against Women (OCTEVAW) and Professor Holly Johnson of the Department of Criminology at the University of Ottawa. This study included an extensive literature review of sexual violence prevention programs, profiled some of the alcohol and sexual violence prevention programs available in Ottawa, and explored the attitudes and perceptions of service providers and youth concerning alcohol-related sexual violence through focus group discussions. The “Building Prevention: Sexual Violence, Youth, and Drinking” report is available online at the CPO website: [www.crimepreventionottawa.ca](http://www.crimepreventionottawa.ca).

The “Don’t Be That Guy” public education campaign was unveiled by Nancy Worsfold of Crime Prevention Ottawa, City Councillor David Chernushenko, Deputy Chief Charles Bordeleau of the Ottawa Police Service, and Steve Monuk representing the ByWard Market Business Improvement Area. “Don’t Be That Guy” originated in Edmonton, Alberta when Sexual Assault Voices of Edmonton (SAVE) – a group of community partners and the Edmonton Police Service – decided to take action against alcohol-related sexual violence in their community. The posters in this campaign take a fresh approach to sexual violence prevention by directing the message to men instead of asking women to take responsibility for preventing sexual violence. Posters show provocative images of intoxicated young women and urge young men not to be “that guy”: that guy who sexually assaults a woman when she is too drunk to consent, that guy who uses alcohol to ply women into having sex, that guy who believes these types of behaviours are not rape. Bilingual posters have been developed for the Ottawa area and are being placed in the male washrooms of participating bars, as well as other locations frequented by young people. To learn more about the “Don’t Be That Guy” campaign and to download posters, visit the CPO website: [www.crimepreventionottawa.ca](http://www.crimepreventionottawa.ca).

## **“BUILDING PREVENTION” CONFERENCE**

In addition to releasing the “Building Prevention: Sexual Violence, Youth, and Drinking” research report and launching the “Don’t Be That Guy” poster campaign, the May 19, 2011 conference was a full day event devoted to learning more about the nature and extent of alcohol-facilitated sexual violence, learning about initiatives underway in the Ottawa area, and discussing next steps for preventing sexual violence against young women. Below is an outline of the day’s events.

### **AGENDA**

9:00 Opening Plenary: Laurence Wall, CBC

9:30 Launch of “Don’t Be That Guy” poster campaign:

- Nancy Worsfold, Crime Prevention Ottawa
- David Chernushenko, Ottawa City Council
- Deputy Chief Charles Bordeleau, Ottawa Police Service
- Steve Monuk, ByWard Market Business Improvement Area

10:00 Laurel Broten, Ontario Minister of Provincial Parliament (by video) on the Ontario Sexual Violence Action Plan

10:10 Sandy Onyalo, Ottawa Rape Crisis Centre on the extent and nature of sexual violence

10:25 Professor Holly Johnson, University of Ottawa presenting the findings of “Building Prevention: Sexual Violence, Youth, and Drinking”

11:00 Showcase of best practices:

- Ron Couchman, Men for Equality and Non-Violence, Carleton University
- Bruce Kyereh-Addo, “Rise and Flow”, Carleton University and “In Love and In Danger”, Family Services Ottawa
- Debbie Lawler, Ottawa Catholic School Board teacher and Gio Donato, Ottawa-Carleton District School Board teacher, “The Fourth R”

12:30 Break-out discussions

2:00 Spoken word performance by “The Recipe”

Closing Plenary and report back from break-out discussions

## PARTICIPANTS

The “Building Prevention: Sexual Violence, Youth, and Drinking” conference drew over 140 participants from a wide range of community stakeholders: women’s shelters, rape crisis and sexual assault centres, the Ottawa Police Service, Corrections Canada, educators, health care providers, community service providers, youth workers, business owners, students, and interested stakeholders.

Evaluations submitted to Crime Prevention Ottawa after the event via Survey Monkey were overwhelming positive. Many participants highlighted the dynamic and interactive portions of the conference as particularly effective at conveying information about alcohol-related sexual violence and engaging discussion about next steps in the prevention of sexual violence in the Ottawa community. Some suggestions for similar events in the future include ensuring a greater representation from the Aboriginal community, the Lesbian, Gay, Bisexual, Intersex, Two-Spirited, Transgender, and Queer (LGBI2STQ) communities, as well as youth themselves, and particularly youth who may not be represented by or exposed to school-based programs.

## BEST PRACTICES

The conference provided the opportunity for community members to share what is currently happening in the Ottawa area to prevent sexual violence. The following are a list of activities showcased at the conference:

### *Men for Equality and Non-Violence*

A theme that arose during the presentation of the research findings and activities in the local community was the need to engage men and boys in preventing violence against women. Ron Couchman represented Men for Equality and Non-Violence, a group of men from Carleton University and the broader Ottawa community committed to promoting women’s equality and ending violence against women. The group meets weekly for discussions on various topics, provides support to men to prevent violence, holds fundraising events, and works with women’s groups on campus and in the Ottawa community. Men for Equality and Non-Violence acknowledges women as the leaders in the movement for gender equality and ending violence against women, but work to support local women’s groups in solidarity as allies.

### *Rise & Flow*

Bruce Kyereh-Addo spoke to participants about “Rise & Flow”, an education-through-music after-school program and summer day camp held at Carleton University. The program is targeted at youth from marginalized communities and aims to promote academic excellence, physical and mental health, confidence and self-awareness, and social development and

innovation. Youth are provided with the knowledge and skills necessary to make positive changes in their lives through creative writing activities, recording their own music, interactive teaching methods, and physical exercise. A particularly powerful moment during the conference occurred when Bruce invited every man in the audience to stand and take a pledge to personally work to end violence against women.

### *The Fourth R*

Debbie Lawler and Gio Donato, two teachers from the Ottawa Catholic School Board and the Ottawa-Carleton District School Board respectively, brought three male high school students to demonstrate “The Fourth R” in a dramatic skit about intimate partner violence. “The Fourth R” is a comprehensive program that reaches grade 9 and 10 students in health class. It is designed to teach youth how to develop healthy relationships, positive social skills, and the capacity to reduce violence and bullying, unsafe sexual behaviour, and substance abuse through curriculum-based lessons and role-playing activities. “The Fourth R” has been evaluated and is shown to be effective at promoting healthier, more pro-social behaviours and attitudes among participants. According to Debbie and Gio, “The Fourth R” curriculum is a very useful teaching tool and is effective at engaging students in the subject matter. “The Fourth R” is currently being implemented in all English public and Catholic high schools in Ottawa, with the intention for implementation in high schools within the French school boards in the 2011-2012 academic year.

## **BREAK-OUT DISCUSSIONS**

Participants were divided into one of three break-out discussion groups, two conducted in English and one conducted in French. Each discussion group was led by one or two facilitators with note takers to ensure that all discussion points were recorded. The discussions followed a four question format. Based on these questions, the following themes emerged from the discussion groups:

### **1. What other initiatives are there in Ottawa that link sexual violence and alcohol prevention?**

Participants were able to identify only a few current programs in the Ottawa area that explicitly link sexual violence with alcohol prevention. The few examples they gave include “Consent is Sexy”, a training program for student associations at the University of Ottawa and Carleton University during “101 Week” (first year orientation week) that focuses on challenging rape culture and encouraging positive, enthusiastic, safer sex among young people. Another example is the prevention program offered by Rideauwood Addiction and Family Services in middle and high schools that demonstrates the interconnectedness of the problems of binge drinking and sexual violence. Some believed that recent initiatives like Slutwalk also demonstrate the

importance of challenging stereotypes attached to men and women's expected, and accepted, sexual behaviours.

Many service providers in the Ottawa area were supportive of integrating sexual violence prevention into alcohol prevention, and thought that the "Don't Be That Guy" campaign might be a way to do that. For example, at the University of Ottawa, Health Services conduct presentations in residences on both alcohol abuse and healthy sexuality, but this campaign could serve as an opportunity to connect the two issues to prevent alcohol-related sexual violence. The Youth Services Bureau also hosts a Sexual Health Advisory Group which could conduct workshops on the role of alcohol in sexual violence. However, some participants noted that it is important to also target younger youth, though the messaging may have to be reworked and tailored to reach younger audiences in elementary, middle, and high schools.

## **2. How can we strengthen the current initiatives in the city that link sexual violence and alcohol prevention?**

Many participants recognized the potential to integrate sexual violence and alcohol prevention within existing prevention programs, for example by introducing an alcohol component into "In Love and In Danger", a high school-based dating violence prevention program developed as a collaboration between Family Services à la famille Ottawa, the Ottawa-Carleton Catholic School Board, and the Ottawa-Carleton District School Board. However, it was noted by many participants that messages might have to be repackaged in order to be more appropriate for younger audiences. For example, focusing on "healthy relationships" instead of "alcohol-related sexual violence" might open a door for discussing issues in schools that are not comfortable talking explicitly about sexuality. Similar concerns were expressed in reaching youth from diverse cultural backgrounds where discussing alcohol use and sex may be considered inappropriate. In these circumstances, it was suggested that working with parents to understand the nature and extent of the problem, the purpose and goals of the prevention program, as well as extending the concept of "healthy relationships" to fostering the parent-child relationship, might prove effective in garnering their support.

Another contributor to the problem of alcohol-related sexual assault is media messages targeted at youth that compete with the messaging of prevention campaigns. Participants highlighted both controlling and harnessing the power of media, including social networking websites, television programs, and advertising, as important factors in strengthening the current response to alcohol-related sexual violence.

It was suggested by several participants that what is needed are high-profile men (e.g., professional athletes) to act as champions for the prevention of alcohol-related sexual violence – in the way that Ottawa Senators' Daniel Alfredsson has championed the issue of mental health - because these are the people that young men admire.

**3. What prevention messages can we create or endorse that would help strengthen our initiatives in working with young men and women? How can we expand the work to include teenagers?**

Participants stressed that messaging to young people needs to be respectful of the reality of their lives, and the reality is that many young people drink alcohol and have sex. There was debate about what would constitute “appropriate” messaging for younger audiences while still recognizing the problem of alcohol-related sexual assault. Particularly in the context of parental and school board concerns, many participants advocated for strong partnerships and collaboration with school boards. One suggestion was to conduct focus groups with middle and high school-aged boys to develop posters that would be more appropriate and relevant to these age groups.

Some participants felt that the current emphasis on prevention programming in high schools, colleges, and universities misses a certain population of youth who are particularly marginalized, including Aboriginal youth, LGBT2STQ youth, racialized youth, youth with disabilities, and youth with mental health issues. There was concern about how to reach these groups and how to frame messages that would be relevant to them. For example, the concept of “that guy” assumes knowledge about who “that guy” is, a concept that may not resonate with all youth. Participants suggested targeting at-risk youth in community centres and houses, drop-in centres, and summer camps with public education campaigns such as “Don’t Be That Guy”, but also through facilitated discussions with messaging more relevant for their specific circumstances.

Another messaging piece that was highlighted in the break-out discussions was how to introduce sex positivity and responsible alcohol use into prevention programming. One participant suggested the Wisconsin-based safe dating program “Can I Kiss You?” as a starting point for introducing a more positive discussion on sexual activity. Its inclusion of bystander intervention skills could also open the door to introducing the alcohol component into sexual violence prevention. Both the topics of sex and alcohol use tend to be taboo, especially in parent-child conversations, but participants felt that there needs to be space to discuss these issues in a positive, proactive way.

Some participants emphasized that not all men are perpetrators and men can also be victims of sexual violence. A focus on what men can do to prevent sexual violence against women and promoting an awareness of what services are available for men who have experienced violence should also be components of a campaign to address sexual violence. The “My Strength is Not for Hurting” campaign based in California was given as an example of this kind of programming.

Other participants highlighted the need for broader, societal buy-in to prevent sexual violence, as it is not only a youth issue. One suggestion for how to do this was for all adults, but especially men, to take responsibility in all their roles (e.g., as parents,



teachers, coaches, etc.) and see where they can introduce conversations with youth about healthy relationships, what consent looks like, and the effects of alcohol, as well as the broader issue of women's equality, as sexual violence is connected to other issues related to women's status in society.

#### **4. What can you do in your organization to further the work on sexual violence and alcohol prevention programming?**

An often overlooked element of prevention campaigns is the logistics of how and where posters will be displayed. One participant recalled a public health campaign in which posters were fastened so well in bathroom stalls that they remained there for many years. Other participants suggested that posters should be put in unexpected places and places where men tend to frequent.

Despite the enthusiasm for the knowledge presented in "Building Prevention: Sexual Violence, Youth, and Drinking" and the high-profile "Don't Be That Guy" campaign, many participants were critical about the lack of political and societal support for preventing alcohol-related sexual violence. For example, it was noted that a program like "The Fourth R", which is popular with students and teachers and has been rigorously evaluated and demonstrated to be effective, is still not widely implemented. Also, funding from municipal and provincial governments was seen to be inadequate and piecemeal, causing some local initiatives, including "In Love and In Danger", to have to scramble for funding year after year. Overall, many participants expressed frustration over the precarious sustainability of evidence-based best practices.

## **CONCLUSION**

The May 19, 2011 "Building Prevention: Sexual Violence, Youth, and Drinking" conference at Ottawa City Hall provided local service providers, stakeholders, and interested community members an opportunity to learn more about alcohol-related sexual violence, what is being done in the city to address it, and to brainstorm ways for how the Ottawa community can move forward to prevent it. Break-out discussions highlighted the potential of "Don't Be That Guy" to be integrated into existing alcohol abuse and sexual violence prevention programming for university and college students, but also underscored the need for messaging that is appropriate and relevant for different populations of youth, including elementary, middle, and high school-aged youth; youth not connected to the school systems; Aboriginal youth; LGBT2STQ youth; racialized youth; youth with disabilities; and, youth with mental health issues. Given the enthusiastic participation of individuals from a wide cross-section of community service, government, and business sectors in this conference, Crime Prevention Ottawa, the Ottawa Rape Crisis Centre, and the Ottawa Coalition to End Violence Against Women are encouraged about the future of alcohol-related sexual violence prevention in the Ottawa community.

# APPENDIX

## SANDY ONYALO'S PRESENTATION

# Building Prevention: Sexual Violence, Youth and Drinking Conference

*Sandy Onyalo  
Executive Director  
May 19, 2011*



Ottawa Rape  
Crisis Centre

## *Sexual Violence (all)*

Broadly all forms of sexual abuse, including:  
sexual assault, rape, attempted rape, sexual  
touching, sexual remarks, sexual harassment,  
stalking, childhood sexual assault.

## *Sexual assault (Legal)*

- A person may be charged with sexual assault if there is an act of a sexual nature that is **unwanted**. Someone were **forced** to kiss, fondle or have sexual intercourse with her/him or she/he kissed or touched someone in a sexual way without that person's **consent\***.
- Kissing, fondling, sexual intercourse, anal intercourse and oral sex are all examples of sexual assault, if done without a person's consent.

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## *Why should you be concerned about sexual violence?*

There is a great deal of **shame, stigma and secrecy** associated with the crime

Most people are **uncomfortable** talking about sexual violence

One of the **most prevalent** and **most misunderstood** crimes

Anyone can be sexually assaulted, someone you know may have been **indirectly** or **directly** impacted by sexual violence.

4



*What we used to think*

**Women can avoid end sexual violence if they:**

Women were wary of **strange men**.

**Locked** their doors

**Listened for footsteps** behind them when they walked down the street

5



*What we used to think*

**Women can avoid sexual violence if they:**

**Stayed indoors** at night

Had a **man accompany** them outside

6

## *What we used to think*

### **Women can avoid sexual violence if they:**

Avoid dark public places and

Carried whistles, sprays and weapons when walking alone at night.

They took self-defence classes\*

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## *Relationship to prevailing myths*

It is not about a man's need for sex, or perpetrators are mentally ill

It is often mistakenly considered to be a 'she's lying , she really consented'

She should have expected it because "she was asking for it"

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## *Other prevailing myths*

She wore “provocative” clothing she caused sexual assault.

This includes the most recent comments from a Toronto Police Officer who suggested that women can avoid sexual assault by not dressing like a “slut.”

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## *The challenging in ending sexual violence is that*

*The only violence crime where we...*

Expect the victim to **restrict** her movements

We **blame** the victim for the assault

Expect the victim to keep **herself safe**

Expected to be accompanied by a **man/groups of friends** be protect herself women

Don't hold **perpetrators** accountable

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## *The reality of sexual violence*

Despite women's gains:

It is about men having **power and control** over women.

A reflection of the **gender inequalities** in our society

Men hold more **power** in our society;

Men are **decision-makers** (economic, political, etc)

Men have access to more **money, resources** &

Men have more **freedoms** than women

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## *The reality of sexual violence*

Who is assaulted:

- **1 out of 3** women and girls has experienced some form of sexual assault in her life since the age of 16\*

Victims of sexual violence come from **all** racial, ethnic, linguistic, cultural, gender, economic, and geographic backgrounds

\*Measuring Violence Against Women: Statistical Trends 2006-2006. Statistics Canada.

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## *Who we work with*

Victims of sexual violence from **marginalized** communities face additional barriers to accessing services and society attitudes.

This includes: Aboriginal, newcomers immigrants & refugees, women of colour, older women, lesbians, transwomen, bisexual women, etc.

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## *At the ORCC we particularly see this in our work with:*

At ORCC we particularly see this in our work with:

Women with **disabilities**

Youth from **immigrant & refugee** backgrounds

Youth **of colour**

Women living in **poverty**

Women who have experienced sexual assault in the context of **war**

Women struggling with **mental health** issues

Women coping with **addictions** as a result of the sexual abuse.

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## *The reality of sexual violence*

In 2010, over 500 incidents of sexual victimization were reported to the police in the City of Ottawa

100 of these incidents involved children under the age of sixteen.

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## *The reality of sexual violence*

This the only violence crime that is remains discouragingly underreported at less than 10% of sexual assaults in Canada

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## Realities: who are the perpetrators?

- Police reported that **82%** of sexual assault the victim knows the perpetrator.
- **31%** of accused are family members
- **28%** are casual acquaintances
- **8%** were identified as friends
- **6%** were identified as authorities' figures
- **5%** were current or former boyfriends/girlfriends
- **4%** were business acquaintances

**In 18% of incidents, the accused was a stranger to the victim**

\* Statistics Canada. (2001). *The Nature of Sexual Offences*

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## Realities: who are the perpetrators...

**97%** of persons accused of sexual offences are **men**

Rates of sexual offenders are highest among persons aged **12 to 17** followed by 18 to 34 year olds

**37%** of sexual offenders are **married or living common-law**

\* Statistics Canada. (2000). *The Nature of Sexual Offences*

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## *The issue of **Consent***

The **Force Continuum** a tool developed by Adams, Fay and Loreen-Martin in 1984.

Purpose of the tool:

Shows the many degrees and types of force.

Helps determine the differences between consenting sex, sexual exploitation and sexual assault.

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## *The issue of **Consent***

**Freely Consenting** partners means there is mutual caring and respect. Consent is given by choice.

**Filling the other's needs** when one partner agrees to have sex with another even if s/he may not be interested in sex at the time; there is assumption of equal status and power

**Economic partnership** when one person provides sex for money

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## *The issue of **consent***

**Seduction** - one partner tries to persuade through the other and consent is given and no force is used. If force pressure bribery or blackmail is used its sexual assault.

**Silent rape** - when a woman "gives in" to pressure for sex, a physical threat is not made, she may sense violence even if she didn't verbally say no its sexual assault

**Bribery or coercion** - emotional psychological force, unequal power; pressuring; extension of one's authority, threats are used

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## *The issue of **consent***

**Acquaintance Rape** - a trust in a relationship is used to take advantage

**Stranger Rape**- non-consenting, use of threats, physical violence

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## *Alcohol: the most common date rape drug*

Not a new phenomenon, drug-facilitated sexual assault has only recently become widely recognized.

Use of alcohol is sexual violence lessens a woman's ability to recognize, resist or attempt to resist sexual assault.

We blame the victim for the assault/Don't hold perpetrators accountable

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## *This research...*

building block for service providers, youth and

community stakeholders to continue thinking about sexual violence in the context of drinking and but also other important elements of sexual violence

prevention work.

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## *During the day...*

encourage you to think about your **own thoughts and feelings** about sexual violence and

what components of sexual violence education and prevention have meaning for you in your **own workplaces, networks and communities**

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## **Building Prevention: Sexual Violence, Youth and Drinking**

*Thank you!*



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Université d'Ottawa | University of Ottawa

Holly Johnson, PhD  
Department of Criminology

## Building Prevention: Sexual Violence, Youth, and Drinking



www.uOttawa.ca

### What doesn't work...



- Educating young women to avoid high-risk situations such as drinking or travelling alone
- Portraying all young men as potential rapists
- Simply providing information about rape myths
- Instructing young people on how to change their behaviour without opportunities to practice new behaviours



## What has been effective...



- Focusing on positive youth development and building overall capacity
- Focusing on preventing sexual violence and alcohol abuse together
- Changing attitudes and beliefs among young people, their peer networks, and the broader community
- Engaging peers or young adults to deliver prevention messages



- Including a gender component and discussions about gender roles and peer pressure
- Providing plenty of opportunities to practice new behaviours
- Providing repeated and sustained messages
- Approaching men as allies and inviting them to take an active role




## Focus group discussions



Two main questions:

- (1) How do participants perceive risk and responsibility for sexual assault particularly in the context of alcohol use?
- (2) What future directions should be taken to prevent alcohol-related sexual assault among youth in Ottawa?



- 
- Total of 6 focus groups with 32 participants
    - 12 high school students
    - 13 university students
    - 7 sexual assault service providers and youth workers



## The role of alcohol in sexual violence



Many youth believe that males cannot control themselves under the influence of alcohol:

*I think also that alcohol can definitely affect the perpetrator, like affect their judgment significantly. The alcohol can control you in a sense. It's definitely not an excuse, but it's a contributor .*

*(Male university student)*

*You know what is wrong and what is right. But what is wrong might seem a little less wrong as you get more inebriated, you fall victim to your own desires.*

*(Male university student)*



## Themes



### (1) *Blurry Lines*

Youth demonstrated confusion and contradictions in attitudes and beliefs

### (2) *Roles*

Participants clearly described the assumed role of the "victim", whereas the role of the perpetrator was less often discussed or defined



## Theme 1: Blurry Lines



### **Myths can be truths sometimes**

- Sexy clothing is an invitation for sexual attention
- If a man buys a woman drinks there is an expectation and obligation for sex
- Women who are assaulted when intoxicated should have known their limits of consumption
- Men who are drunk cannot control themselves
- A woman dancing at a club provokes men



*[If she is going out dancing] I don't want to say she's asking for it but she is putting herself in a situation where she's going to be surrounded by guys that are drinking too much. So things could happen. (Female university student)*



*I wouldn't consider it a myth of sexual assault because in reality a lot of girls out there actually look for it. Not look for it but I am pretty sure that they're old enough to actually know what's good and what's wrong. I mean if you go out almost naked, get drunk, wasted and then try to walk home, what else could happen, right? (Female university student)*





### **Responsibility**

- Much of the discussion of risk and responsibility focused on female victims, women's responsibility in consuming alcohol
- Much less focus on responsibility of perpetrators



### **Consensual sex/sexual assault**

*You could probably prevent a lot of sexual assaults ... if people knew what consent was, how to determine what is consensual. I think a lot of people getting drunk and being taken advantage of might not happen because guys might not know when to stop and what not to do. A lot of guys might not be actively trying to sexually assault somebody; they might just not understand that they're not supposed to be doing this right now because she is in no condition to be consenting to it. (Male university student)*



## Theme 2: Roles



- Expected behaviours of individuals implicated in a sexual assault
- Clear understanding of “the victim”
  - Victims are seen as women who did not take the necessary precautions to avoid sexual assault
- Invisible and less understood “predator”



## Prevention



1. Collaboration among multiple partners
2. Sexual and alcohol-related education
3. Bars and nightclubs
4. Criminal justice system




## Prevention messages



- Debunk rape myths and stereotypes that place the blame and responsibility on women
- Engage both men and women yet be clear on the gendered nature of sexual violence
- Promote a definition of sexual assault as existing on a continuum from unwanted sexual touching to rape
- Define consent and coercion within and outside the context of relationships



- 
- Educate young women to take precautions to avoid sexual assault alongside the message that women are not responsible for sexual assault.
  - Promote the message that sexual assault is not just a woman's issue, it is a community issue.







- Produce anti-violence initiatives that men can relate to and encourage young men to become leaders in anti-violence initiatives
- Involve youth in the development and implementation of prevention initiatives
- Use contemporary social media and technologies
- Prevention efforts need to be culturally competent so that all young people can relate to them