**Wyoming BE THE SOLUTION Communication Plan**

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he Wyoming Coalition Against Domestic Violence and Sexual Assault (WCADVSA) adopted the BE THE SOLUTION campaign to raise awareness that sexual violence is perpetrated in Wyoming, and there are actions we can take to prevent it. The message, “Learn about it. Talk about it. Change it”, was implemented to engage the population of Wyoming in a cyclical learning and action process to continually learn about sexual violence and prevention. This cyclical learning and action process specifically asks Wyomingites to take action to change unhealthy norms that permit sexual violence, and, in time, prevent it.

**Campaign Approach:**

 When developing the 2015 primary sexual violence prevention awareness campaign, the advisory committee carefully considered a number of factors. First, a statewide community readiness assessment from 2009 results showed that, overall, Wyoming community members are concerned about sexual violence, but there is little recognition that it is occurring in their communities (denial/resistance stage). Some communities are at a higher level of readiness and do recognize that sexual violence is a local problem and may be starting to take action to address it. Since the overall population is in the denial/resistance stage, the campaign is intended as an awareness raising tool to open dialogue among community members, share knowledge about sexual violence, and collectively work to prevent the perpetration of sexual violence. Additionally, because not all communities are at the same level of readiness, it is important that communities take ownership of the campaign at the local level as they have a

better understanding of the culture of their community.

 The campaign advisory committee also recognized that Wyomingites, within their daily lives, participate in a social structure as they connect with their family, friends, and communities. For that reason, the committee considered the Socio-Ecological Model (SEM) that identifies four levels of influence on individuals’ lives (Individual, Relationship, Community and Society) when developing the campaign message for Wyoming (Centers for Disease Control and Prevention, 2004). The campaign advisory committee feels that the campaign message will reach audiences that deny or resist that sexual violence occurs in Wyoming, and the message addresses the four levels of influence outlined in the SEM below. The campaign message provides clear action steps that reflect the social norms approach of meeting readiness levels to deconstruct harmful social norms that cause sexual violence while promoting positive social change.

**Social Ecological Model (SEM)\***

Societal

Relationship

Individual

Community

**Societal:** examines the societal factors that create a climate in which violence is encouraged or inhibited. Factors include social and cultural norms. Other large societal factors include the health, economic, educational and social policies that help to maintain economic or social inequalities between groups in society.

**Individual:** identifies biological and personal history factors that increase the likelihood of a victim or perpetrator of violence. Some of these factors are age, sex, education, income, substance use, or history of abuse.

**Community:** explores the settings, such as schools, workplace, and neighborhoods, in which social relationships occur and seeks to identify the characteristics of these settings that are associated with becoming victims or perpetrators of violence.

**Relationship:** includes factors that increase risk because of relationships with peers, intimate partners, and family members. A person’s behavior may be influenced by their peers, partners and family members and can contribute to their range of experience of sexual violence.

**Implementation Strategy:**

 Although the BE THE SOLUTION campaign is a statewide campaign, the advisory committee understands that the campaign will only be successful if we consider the unique set of norms in each of our communities. The message of the campaign is to encourage the people of Wyoming to learn and talk about sexual violence and take action to stop it from occurring. In order for the campaign to be effective, we need to be strategic in how we talk with our families, friends, and other community members in a manner that aligns with the public health approach and focuses on intervening at the individual,

Contact the WCADVSA for technical assistance on implementation strategies and engaging community partners.

relationship, community and societal levels. For that reason, we need to consider that community members have more knowledge of how to best implement the campaign in their community. Additionally, taking the time to connect with different individuals and organizations about the campaign allows you to build relationships with outside partners with whom you may be able to collaborate with to prevent sexual violence now and in the future. Please look at the assets of your community, and tailor the campaign to fit those needs. Please refer to Appendix A for intervention strategies at the individual, relationship, community and societal levels.

Rodeos

County Fairs

Sporting events

Car shows

Church events

Festivals

Powwows

5K runs/walks

Student orientations

Concerts

**Types of Events:**

 Community members are better equipped

to identify activities where the campaign

may be shared locally. Consider activities

and events that are already happening

in your community that can help you

promote the campaign. Develop your own

events utilizing the campaign, such as

fundraising or public policy events, or

share the BE THE SOLUTION message

at an event you are already hosting.

Decide what the goal of the campaign

means for your community, and choose

activities that will help you meet that goal

according to your program’s capacity.

**Products:**

 Products were carefully chosen to appeal to various audiences and events. For example, young children may enjoy the crayons or rubber ducks; tweens may enjoy mirrors for their lockers; teenagers may want a keychain or magnet for their cars; college students may find the tablet stand useful, and so on. Brainstorm how you can engage your community with these products. For example, you might be able to partner with a local restaurant to provide the crayons for the children’s menus, or maybe you can partner with your local library to use the mouse pads at their public computers. Summer items like flying discs, beach balls and picnic blankets may grab peoples’ attention at outdoor events, sporting events or picnics. Many items are great tools for engagement at training events. Think creatively about where you can distribute campaign products to fit your community’s culture, such as colleges, hospitals, gyms, restaurants, coffee shops, hair salons, etc.

Remember, the campaign is not simply about circulating campaign products, but is about using the campaign as an opportunity to educate and build partnerships with community members in order to prevent sexual violence.

Banner **•** Beach Ball **•** Bookmark **•**

Bubbles **•** Car Magnet **•**

Cell Phone Card Sleeve **•** Compact Mirror **•**

Crayons (4-pack) **•** Flying Disc **•**

Hacky Sack **•** Hand Fan **•** Hand Sanitizer **•**

LED Keychain**•** Lip Balm **•** Locker Mirror **•**

Mechanical Pencil **•** Mouse pad **•**

Microfiber Pouch for Sunglasses **•**

Pen **•** Picnic Blanket **•** Pocket Flashlight **•**

Pocket Multi-Purpose Tool Kit **•**

Rubber Duck **•** Stickers **•** T-shirts **•**

Temporary Tattoo **•** Zoom Stand for Tablets

**Help with evaluation:**

 When a program/organization requests BE THE SOLUTION products, the WCADVSA will follow up with an evaluation. When you receive the evaluation, we ask that you complete it and return it to us to give us a clearer picture of the campaign’s dosage, impact and effectiveness. In the meantime, connect with the WCADVSA for assistance with strategic planning and implementation of the BE THE SOLUTION campaign or any additional questions or comments. Please let the WCADVSA know how you are utilizing BE THE SOLUTION so that we may share with other Wyoming communities on the website at bethesolutionwyo.org.

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BE THE SOLUTION

in your community so that we may share with other Wyoming communities on the website at **www.bethesolutionwyo.org**

**Attributions:**

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 Thank you to the Washington Coalition of Sexual Assault Programs for use of their BE THE SOLUTION brand and logo.

**Resources:**

\*Centers for Disease Control and Prevention. Sexual violence prevention: beginning the dialogue. Atlanta, GA: Centers for Disease Control and Prevention: 2004.

**Learn more at the following websites:**

Utilizing the Social Ecological Model

<http://www.cdc.gov/ViolencePrevention/overview/social-ecologicalmodel.html>

Sexual Violence and the Spectrum of Prevention

<http://www.nsvrc.org/sites/default/files/Publications_NSVRC_Booklets_Sexual-Violence-and-the-Spectrum-of-Prevention_Towards-a-Community-Solution_0.pdf>

Implementation strategies that follow prevention principles

<http://209.198.129.131/images/AmPsy_WhatWorksInPrevention_6-7-2003.pdf>

Please let the WCADVSA know how you are utilizing BE THE SOLUTION so that we may share with other Wyoming communities on the website at www.bethesolutionwyo.org.

The Tri-Ethnic Center’s explanation of the “denial/resistance” stage and how to increase your community’s readiness level

<http://triethniccenter.colostate.edu/communityReadiness_home.htm>

**Appendix A**

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| **SEM Intervention Strategies** | **Everyone can** **BE THE SOLUTION** | **Engage Youth to** **BE THE SOLUTION** | **Community leaders can BE THE SOLUTION** | **What is your strategy for BE THE SOLUTION?** |
| **Individual:** target social and cognitive skills through counselling and educational sessions. | Start one-on-one conversations about how the language we use can be harmful. Comments that promote gender inequality contribute to sexual violence culture. | Ask young adults how their peers may learn about healthy sexuality and invite them to co-facilitate a discussion with you around sexual violence. | Connect and partner with local organizations and discuss how certain individual attitudes perpetuate sexual violence. |  |
| **Relationship:** may include bystander intervention skill development and parent training. | Speak up if you see someone trying to take advantage of a person who is intoxicated. | Engage students to share ideas as to how they can show their support for fellow classmates and take a stand against sexual violence. | Offer educational trainings for students and teachers at schools, but also for the parents. |  |
| **Community:** individuals and communities must identify what characteristics lead to the harmful environment and make changes that impact the climate, systems and policies that allow for perpetration of sexual violence. | Assess your organizational or community environment and establish what is happening in those settings that imply sexual violence perpetration is acceptable and condoned. Share those concerns with co-workers, school administrators, students and other community members. | Encourage students to start a peer mentor program in their school to prevent sexual violence and challenge the norms in their school that contribute to sexual violence. | Coordinate a “town hall meeting” in your community to talk about sexual violence, and organize a group of community leaders to develop a plan to prevent it. |  |
| **Societal:** include questioning societal norms, determining which norms perpetuate violence, and identifying strategies to change those norms. Another intervention strategy is to collaborate with other individuals, programs or systems to change laws and policies related to inequality and sexual violence. | Get on top of the messages that media sends out to all of us. Critically examine media and how the fantasy worlds it portrays influence people and preserve a culture of sexual violence.  | When mobilized, youth have a strong voice that may resonate louder with policy-makers. Help adolescents see that they are an asset and provide them with opportunities to reach out to policy-makers. | Talk to local merchants about sexual violence and ask them to move harmful magazines out of the checkout lines where they are readily available to the hands and eyes of children. |  |