PRESIDENT’S INITIATIVE to PREVENT SEXUAL MISCONDUCT
Creating a *Climate of Respect* at the University of Minnesota to *Prevent Sexual Misconduct*
The University of Minnesota community chooses to change, lead & thrive in this crucial area.

Responsibility for preventing sexual assault and sexual harassment belongs to all members of our University community.
A Public Health Approach

“What we as a community and society do collectively to assure the conditions in which people can be healthy”.

(Institute of Medicine, 1988)
A Public Health Approach

The approach is.....

evidence-based in understanding causes of sexual misconduct and the conditions that enhance safety, welfare and healthy relationships,

design-oriented in assessing evidence of promising practices, and in planning, implementing and evaluating adaptable strategies, and

accounts for outcomes and continuous quality improvement.
UPSTREAM
Root causes of harassment/sexual misconduct eg. culture change

DOWNSTREAM
Outcomes of Root Causes

PRIMARY PREVENTION
Prevent harassment/sexual misconduct before it occurs

SECONDARY PREVENTION
Risk Reduction

TERTIARY PREVENTION
Services to support those who have experienced sexual harassment/misconduct

(Source: modified from https://www.thecommonwealth-healthhub.net/prevention/)
Essential Shifts For A Public Health Approach

COLLECTIVE ACTION

(Source: modified from openminds.com/market-intelligence/executive-briefings/improving population-health-management-public-health-approaches/)
THE ROLE OF SOCIAL NORMS

“Social norms” refer to the acceptability of an action or belief, i.e. they are unspoken rules about what is “normal” for a group or setting

• Misperceived norms are a strong influence on behavior and:
  
• are used as self-justification by perpetrators,

• influence how men define consent and whether or not they intervene, and

• reinforce “rape culture” and promote victim blaming

Research has demonstrated that healthy attitudes and behaviors are underestimated and that unhealthy attitudes and behaviors are overestimated

(Source: Dr. Alan Berkowitz, other research)
Bystander Intervention Skills

Train the campus community through the bystander intervention stages.

• notice the event
• interpret it as a problem
• feel responsible for dealing with it
• have the skills to act

Challenge: Power differentials

(Source: Dr. Alan Berkowitz, other research)
CULTURE CHANGE REQUIRES:

- **Long-term, committed, sustained action**
  - no magic bullets

- **Training and skills building**
  - social norms correction, expected behavior

- **University Community action**
  - build accountability into systems
  - holding perpetrators accountable through consistently enforced policy action
  - dealing with spectrum of behavior
PARADOX

A successful campaign may initially increase reporting sexual misconduct

• Sexual misconduct across the spectrum of behavior is generally under-reported by those who experience it.

• Some survivors may not report out of fear of stigma.

• Need clear communication within and outside the University community as to outcomes and what they mean.
President’s Initiative to Prevent Sexual Misconduct:
Workgroups & Coordinating Committee

Coordinating Committee

Key Staff

S. Veblen-Mortenson  |  L. Peterson
M. Towle  |  J. Sanem

Student Education & Engagement

J. Finnegan  |  K. Miksch

Evaluation & Research

M. Kramer  |  D. Golden

Public Health Awareness Campaign

L. Kallsen  |  D. Golden

Institutional Responsibility & Accountability Subgroup

M. Kramer  |  D. Golden

Required Faculty & Staff Training

R. Ropers-Huilman  |  C. Uggen

Development Department & Training

K. Hanson  |  B. Burnett

Research Subgroup
FACULTY/STAFF TRAINING

PHASE I: Faculty/Staff required training (Everfi)

GOAL: To increase awareness and knowledge to change UMN culture to one that does not tolerate sexual misconduct and supports any victim to safely report.

AIM: Implement the Everfi training systemwide on the University platform February-June 30, 2018.

PROGRESS:
● Phased systemwide implementation plan
● Communication plan enacted

PHASE II: Department Level Development

GOAL: To support academic units in developing respectful cultures that promote individual and departmental achievement.

AIM: Create networks and resources to help academic units prevent and respond appropriately to sexual misconduct.

PROGRESS:
● Forming development plan
● Recruiting Workgroup members
PUBLIC HEALTH AWARENESS CAMPAIGN

GOAL: To create a sustainable public health/public awareness campaign to prevent sexual misconduct.

AIMS:
#1: Evaluate existing campaigns nationwide that meet public health/public awareness criteria.

#2: Determine applicability of existing campaigns to UMN and recommend model for UMN campaign

PROGRESS:
- Conducted comprehensive national review of public awareness campaigns.
- Developed test concepts based on best practices and University needs.
- Conducted focus groups with faculty, staff, and students to narrow and refine concepts for quantitative survey which will determine final direction.
STUDENT EDUCATION & ENGAGEMENT

GOAL: To develop a structured program and education plan for first through fourth year undergraduates as well as graduate and professional students.

AIMS:
#1: Identify and convene a cross-functional sexual assault prevention work group to inform, develop and implement a coordinated prevention programming plan.

#2: Require all new students to complete online sexual assault prevention training using Haven and HavenPlus.

AIMS CONT.
#3: Develop and implement a comprehensive plan for ongoing training for students.

PROGRESS:
- Hiring Health Promotion Specialist to lead development process.
- Met with Everfi Jan 31, 2018 to learn more about their courses (including a new course that provides ongoing education) and discuss how they can continue to be a resource for us.
- Met with campus partners on Jan 31, 2018 to review criteria/compliance/systemwide potential.
GOAL: To develop metrics for evaluating our sexual assault and misconduct prevention, education, advocacy and awareness activities on campus.

AIMS:
#1: Create inventory to establish existing data sources designed to measure components of sexual misconduct.
#2: Develop framework to gather new metrics.
#3: Create structure for coordination of information sharing for all Workgroups with special considerations for the evaluation and monitoring of the Public Awareness Campaign.
#4: Create Research Subgroup to facilitate coordinated efforts to access existing data and support original research.

PROGRESS:
● Cataloging existing University data and researchers
● Developed Everfi online training pre/post survey
● Developing new tool for collecting harassment/sexual assault data
● Recruiting members for cross-disciplinary collaborative research.
● Host Spring 2018 Research Consortium to showcase/discuss ongoing and future research initiatives.
GOAL: To develop Institutional accountability & responsibility strategies to promote a culture that is serious about prevention and accountability when individuals violate those expectations.
Alan Berkowitz Visit #2

Alan Berkowitz returns to Twin Cities Campus March 5-8, 2018

- Systemwide conference with Chancellors/campus leaders to promote networking and resource sharing
- Bystander Training
- Social Norms Training
Prevention of sexual misconduct and promotion of a culture that supports the health and welfare of all...

is an **absolute necessity** for every individual in our community to thrive and for us to fully achieve the University’s three-fold mission of discovery, learning and service.
Please contact us if you have additional questions or comments:

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