



**It's On Us Workshop:  
IT'S ON US & PREVENTION 101**

# Learning Outcomes

Peer educators will recall the It's On Us (IOU) organizing structure from national to local chapters.

Peer educators will identify differences between awareness, primary prevention, and survivor support.

Peer educators will interpret basic public health models of primary prevention.

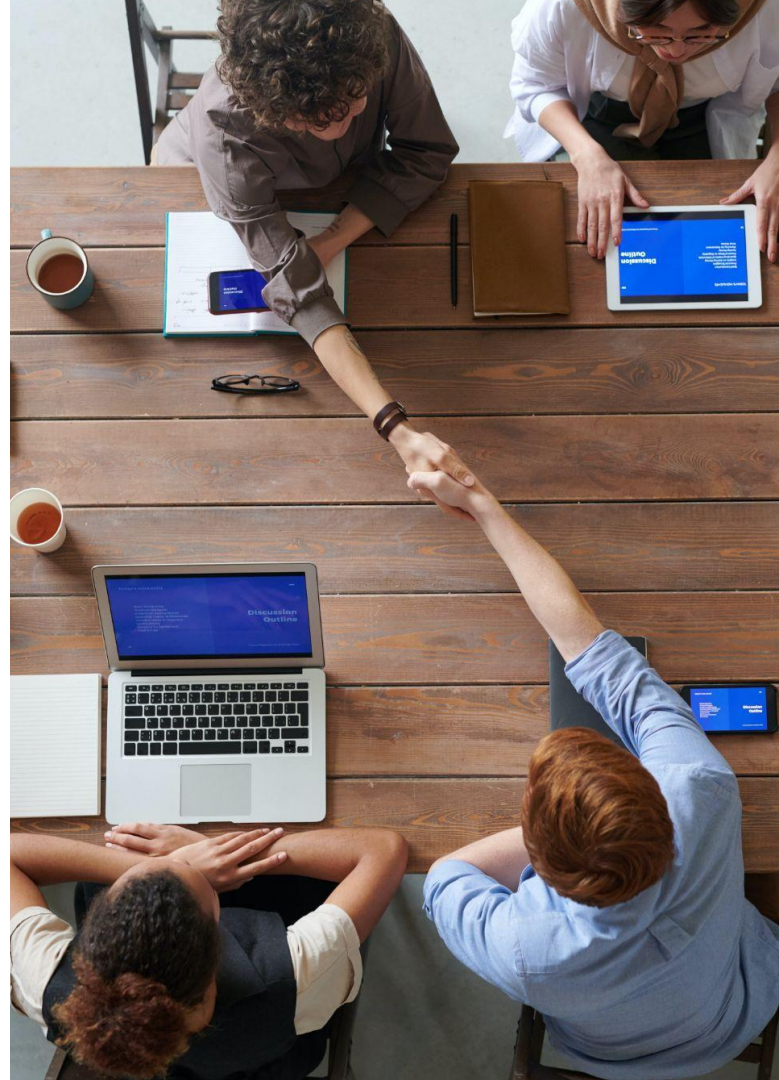
# Agenda

- Introductions
- Self-Care Check
- It's On Us History
- It's On Us Structure
- Primary Prevention 101
- Peer Education 101
- Self-Care 101
- Toolkit Materials + Next Steps
- Self-Care Reminder
- Post-Training Survey

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# INTRODUCTIONS

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# SELF-CARE CHECK

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A man in a grey jacket is speaking at a wooden podium on the left side of the frame. The podium has a plaque that reads "BOSTON UNIVERSITY". Behind him is a large projection screen. The screen displays a video of two young women in a hallway, one with her hair in a bun, both smiling and talking. Overlaid on the screen in large white text is the sentence: "IOU is the only nonprofit program dedicated to providing free prevention education for college students." At the bottom of the screen, there is a semi-transparent dark bar with the text "And from there, you'll learn a lot -" in a light blue font. In the bottom right corner of the screen, there is a small logo for "IOU US".

**IOU is the only nonprofit program  
dedicated to providing free prevention  
education for college students.**

And from there, you'll learn a lot -

BOSTON  
UNIVERSITY

# Our Story



Founded in 2014 as an initiative of the Obama-Biden White House, It's On Us is leading the the movement to combat campus sexual assault by giving students of all identities, especially young men, the tools to address the cultural norms at the root of sexual harm. We do this by activating the largest student organizing program of its kind in grassroots awareness and prevention education programs.

# Our Work

Our work is grounded in a peer-to-peer sexual assault prevention education model that empowers students to teach one another sexual assault awareness and consent education, bystander intervention, survivor support, online dating safety, dating violence prevention and response, and how to build healthy relationships.

**OVER THE LAST 10 YEARS**

**452K+**

PLEDGES SIGNED

**15K+**

EDUCATIONAL PROGRAMS  
HOSTED

**500+**

COLLEGE CAMPUSES  
ENGAGED

**340+**

COLLEGIATE CHAPTERS  
ESTABLISHED





# Peer Education Program

It's On Us trains our national network of student organizers to deploy our peer education programs.



## Regional Summits

IOU holds **four** Regional Summits per academic year.





# Caucus Chair Program

It's On Us student organizers have the opportunity to lead caucus members in identifying and curating rapid response channels to address issues central to their communities.



# Regional Advisor Program

Regional Advisors oversee a cohort of It's On Us student-led chapters within a certain geographic region, facilitating regional collaboration and advancing campus-specific efforts.





# IOU Peer Educator Certification

Peer education is the core of our Campus Organizing Program. To get certified as a peer educator, college students must complete the program.

## PREVENTION EDUCATOR

(Complete all 4)

- IOU & Prevention 101
- Sexual Assault Prevention
- Dating Violence Prevention
- Bystander Intervention & Social Norms

## PREVENTION STRATEGIST

(Pick at least 2)

- Engaging Men
- Trauma-Informed Prevention
- Tech & Online Safety
- Alcohol & Violence

## PREVENTION EXPERT

(Pick at least 1)

- Organizing & Curriculum Development
- Community-Level Prevention
- Breaking Cycles of Violence

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# PREVENTION 101

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# AWARENESS

## Telling people that there is a problem.

- Define violence for others.
- Share how common violence is on your campus.
- Describe the negative effects of violence.
- Connect people with resources to get involved or find support.

# PREVENTION

## Stopping violence from happening.

- Challenge social norms, attitudes, and beliefs.
- Share healthy skills and behaviors.
- Build coalition to strengthen your community.
- Address the problem at its root.

# AWARENESS

## Examples:

- Hanging posters in classrooms that share campus statistics of violence.
- Hosting a It's On Us pledge signing drive.
- Passing out It's On Us chapter giveaways.

# PREVENTION

## Examples:

- Hosting an Abuse is Not Love training on your campus.
- Partnering with Greek Life to discuss party safety tips.
- Hosting a social norms campaign to promote healthy attitudes.

# Three Types of Violence Prevention

## PRIMARY

- Stopping violence before it happens.
- Building healthy and egalitarian communities.

## SECONDARY

- Stopping violence that is already happening.
- Responding to violence immediately after it happens.

## TERTIARY

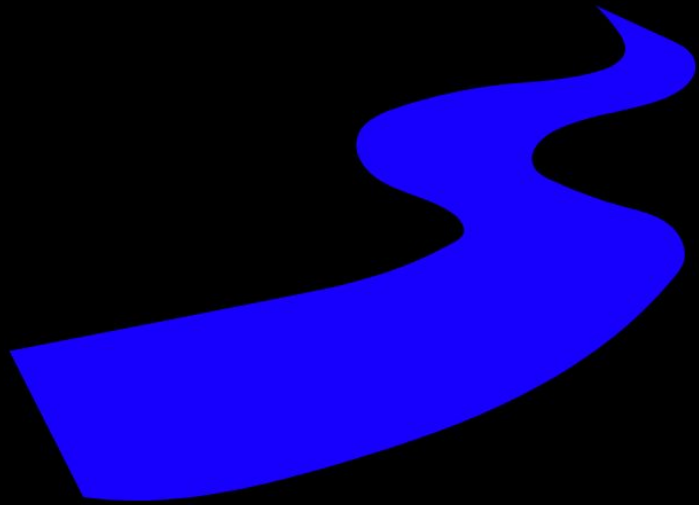
- Stopping violence from happening again.
- Promoting healing and transformation in communities.



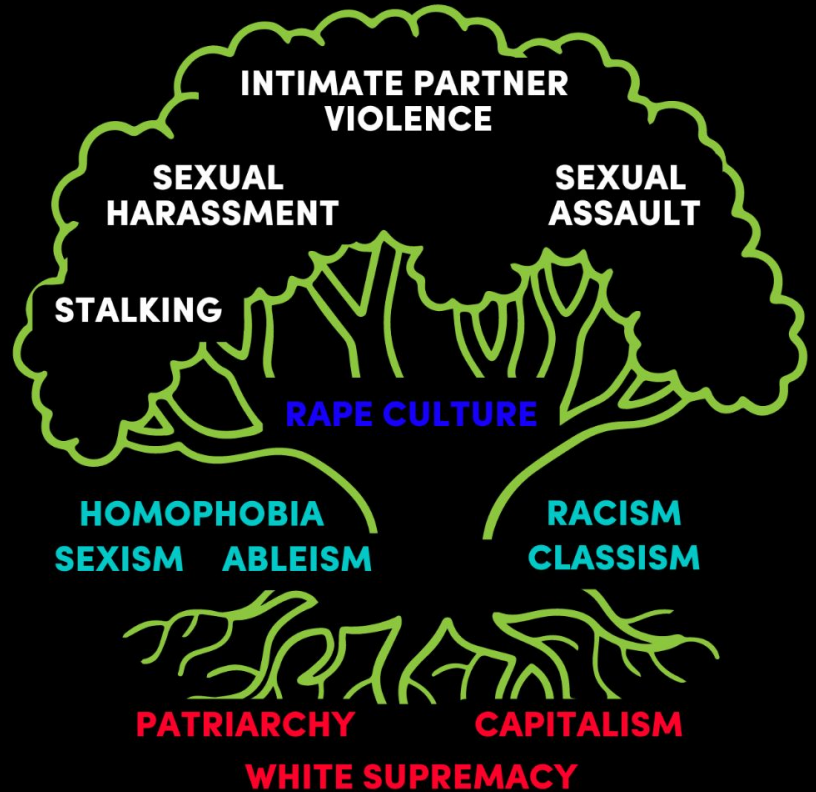
Three young women are standing together outdoors, smiling at the camera. They are all wearing dark-colored t-shirts with the 'It's On Us' logo printed on them. The woman on the left has long reddish-brown hair and is wearing a dark t-shirt with a light-colored sleeve. The woman in the middle has long dark hair, wears glasses, and has a nose ring. The woman on the right has long black hair with bangs and is wearing a dark t-shirt. They are standing in front of a building with a patterned facade. A metal railing is visible in the foreground.

**It's On Us focuses on primary prevention to stop violence on campus before it happens.**

**Primary Prevention:  
Moving “Upstream”**



# Primary Prevention: Root Causes of Violence



# Social Justice Framework Overview

<b>Traditional Approaches</b>	<b>Social Justice Framework</b>
Focuses primarily on individual responsibility	Focuses on individual actions plus systemic/cultural factors, institutional policies, political context
Perpetrator's personal agency is invisible	Perpetrator's individual agency and the systems that support their actions are named
Does not acknowledge identity, power, and oppression	Recognizes identity, power, and oppression as essential to deconstructing interpersonal dynamics
Prevention work occurs in isolation	Prevention work is collaborative and recognized as a community effort
Overlays existing practices, programs, procedures, and policies	Infiltrates and disrupts the systems, structures, culture and core values of the institution
Depends on one "champion" of prevention	Is sustainable and has many "champions"

## **Risk Factors**

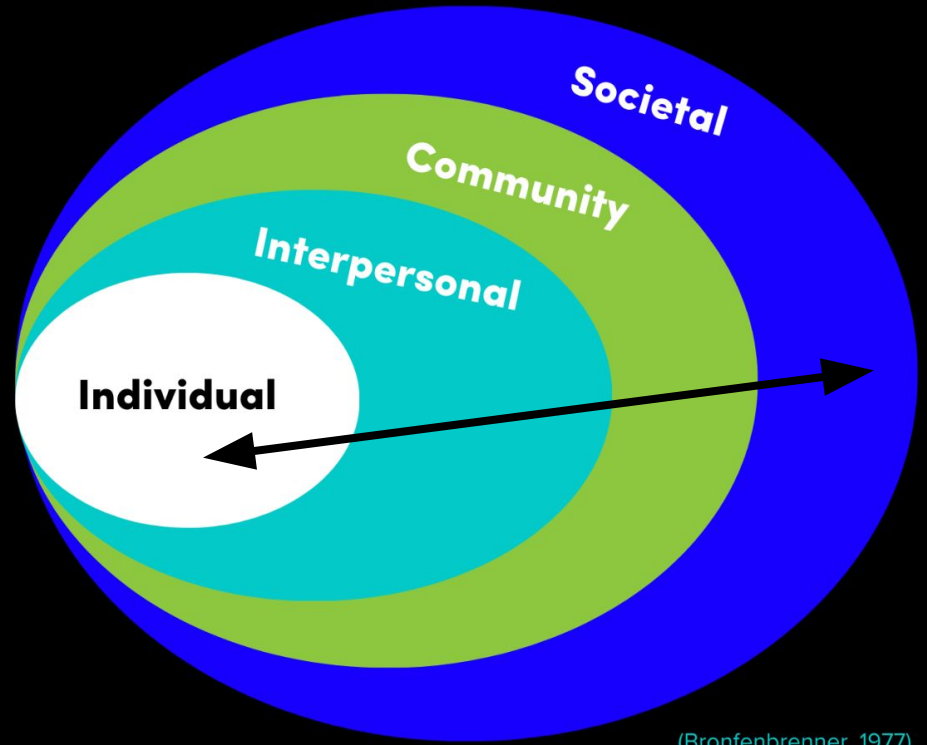
**Factors that put people more at risk for experiencing and/or perpetrating violence.**

## **Protective Factors**

**Factors that protect people from experiencing and/or perpetrating violence.**



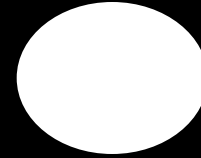
# Primary Prevention: Strategy & Theory



(Bronfenbrenner, 1977)

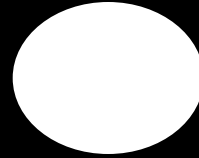
# Individual Level Risk Factors

- Experiencing abuse as a child
- Attitudes that support violence
- Heavy alcohol consumption
- Acceptance of rape myths
- Internalized homophobia or transphobia
- Inability to manage emotions



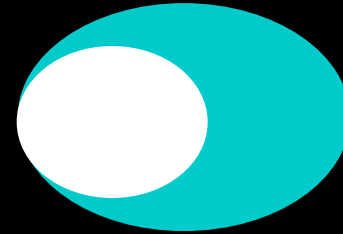
# Individual Level Protective Factors

- Emotion management skills
- Sexual communication skills
- Relationship communication skills
- Egalitarian beliefs
- Non-violence attitudes



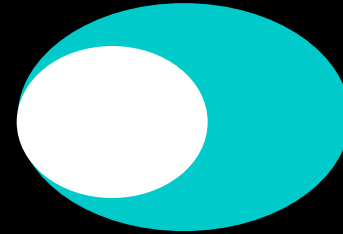
# Relationship Level Risk Factors

- Peer approval of violence
- Peer pressure to engage in violence
- Witnessing abuse
- Parental or familial norms that promote violence
- Challenges with interpersonal conflict



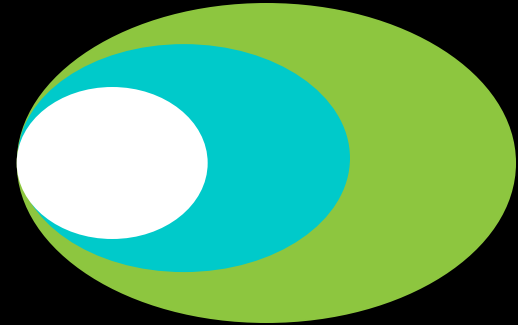
# Relationship Level Protective Factors

- Peer promotion of healthy behaviors
- Peer acceptance of egalitarian norms
- Community responsibility in ending violence
- Problem-solving and healthy conflict skills
- Mentors or other authoritative figures who model healthy relationships



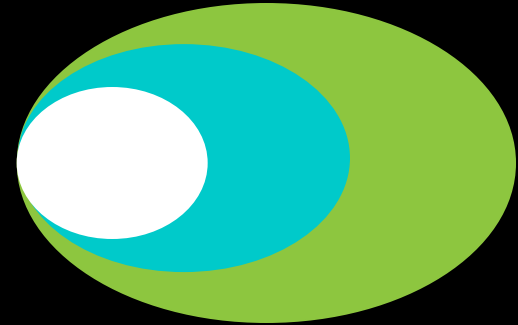
# Community Level Risk Factors

- Neighborhood poverty
- Residential segregation
- Economic instability
- High density of alcohol outlets



# Community Level Protective Factors

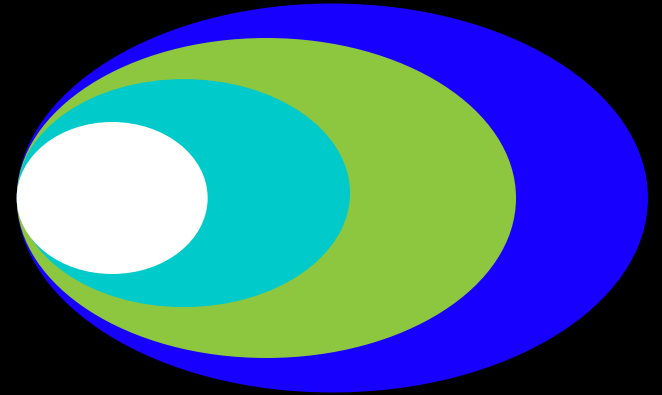
- Safe spaces for people with systematically marginalized identities
- Egalitarian social norms
- Coalition among community groups and members
- Alcohol alternative activities





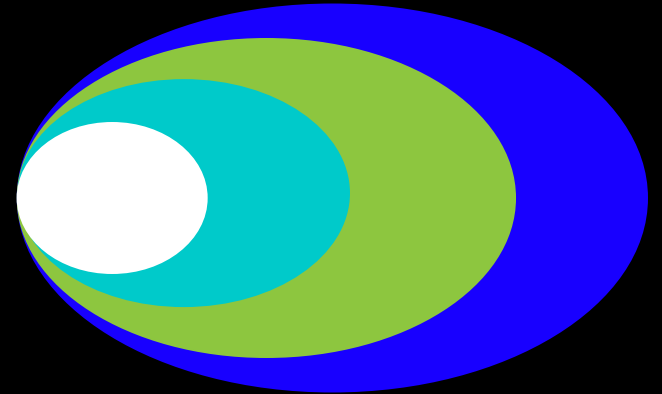
# Society Level Risk Factors

- Cultural norms that support violence
- Health, economic, educational, and social policies that maintain social inequity
- Media that normalizes violence



# Society Level Protective Factors

- Cultural norms about healthy relationships and sexuality
- Health, economic, educational, and social policies that promote egalitarianism
- Media that promotes healthy skills and egalitarian relationships



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# PEER EDUCATION 101

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# History

Peer education is a grassroots organizing technique that has spanned time and health topics. In the 70s, feminists used peer education to discuss methods of reproductive justice. In the 80s, queer activists used peer education as a grassroots effort to educate their friends about the threats of HIV. In the 90s, health agencies used peer education to disseminate information to students about the harms of smoking and abusing alcohol.

## BENEFITS OF PEER EDUCATION

**SHARED**  
**LANGUAGE**

**COMMON**  
**INTERESTS**

**ABILITY**  
**TO RELATE**

A group of people are sitting around a table in a meeting room, engaged in conversation. The room has several computer monitors on desks in the background. The text is overlaid on the image in a large, white, sans-serif font.

**It's On Us sees peer education  
as the strongest approach to primary  
prevention.**



# Tone and Messaging

*It's all about how  
you approach it*

## ABUNDANCE

It's easy to get stuck in a “scarcity mindset” and focus on what we don't have. Instead, we can focus on and get creative with the resources our community does have!

## STRENGTHS

Rather than telling our audience what not to do, we focus on sharing tips and tricks that they can do, building upon their strengths.

## SKILLS

Historically, “prevention” has focused on teaching people to recognize violence. Instead, we can focus on building skills that will promote healthy, fulfilled communities.

# What's the harm?

1. Polarization (especially for those at risk of perpetration)
2. Trauma-informed approach for survivors
3. Empowerment and hope

# Classroom Management Tips

- If you are asked a difficult question, turn the question back to the audience by responding, “That’s an interesting question, what do other people think?”
- If someone makes a comment that is victim blaming, instead of reacting strongly, ask more. For example, ask, “Can you tell me more about what you mean?”
- If your audience is losing focus, instead of getting frustrated, refocus their attention with a discussion question or have them break into smaller groups for a minute.

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# SELF-CARE 101

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## **MYTH or FACT?**

The goal of self-care is to be able to stay productive in school or at work.



# MYTH

Taking care of yourself is important because you deserve joy, peace, and fulfillment. Life is about more than just being productive!

## **MYTH or FACT?**

The best time to focus on self-care is when you are going through a difficult time.

# MYTH

Although it is helpful to do extra self-care when you are going through a difficult time, self-care should be a part of a regular routine that is set with intention.

## **MYTH or FACT?**

Self-care is selfish. Taking time for yourself  
puts stress on others.

# MYTH

As a community united in the movement to end sexual and intimate partner violence, we work together. The burden of changing the world is not on one person's shoulders. We all must assume responsibility and keep our movement going.

## **MYTH or FACT?**

Self-care will not replace systemic change.

# **FACT**

We cannot self-care our way out of social injustices or systemic oppression. No matter how much we care for ourselves, institutions have the responsibility to care for the communities they serve.



# MYTH or FACT?

Self-care cannot be performative.

# **FACT**

Self-care does not always look like what you see on Instagram. It requires deep emotional work, intentional healing practices, and guidance.

# Self-Care Strategies: Daily Habits

Taking care of your basic needs is just the beginning.

**Taking care of daily habits lays the foundation to promote your overall health and well-being.**



- Get plenty of sleep.
- Drink water.
- Fill up on on a variety of foods when you are hungry.
- Talk to your friends and family .

# Self-Care Strategies: Self-Soothing

Take time to tune out daily stressors and manage your emotions.

**Too much stress harms the body.  
Take time to tune out stressors, lower  
your stress levels, and relax.**



- Take a bubble bath.
- Get a massage.
- Zone out on social media or to a movie.
- Cook a cozy meal with a friend or family member.
- Do something fun to get out of your head with your friends, roommates, or classmates.
- Meditate or participate in spiritual practices.
- Exercise! Go on a walk, practice posing, go for a run, or do a workout routine.
- Snuggle up to a favorite movie.
- Listen to calming music.
- Vent to a friend.

# Self-Care Strategies: Emotional Work

Work through your emotions to move towards healing.

**Healing and staying healthy requires more than tuning out our difficult emotions.**

**It means confronting our emotions and figuring out how to move forward.**



- Journal, write poetry, put your thoughts on paper.
- Go to counseling or therapy.
- Reflect and question why you are feeling the way you do.
- Feel your emotions fully.
- Practice coping skills and grounding techniques.

# Self-Care Strategies: Healing With Community

Intentional community with others is the ultimate path to healing.

**We cannot do it alone. Building community and sharing support with others keeps us healthy.**



- Participate in cultural practices or community celebrations.
- Engage in spiritual or religious gatherings.
- Attend group dancing, singing, or other music/art making.
- Take part in advocacy and activism.
- Join a group discussion or reflection.
- Share a meal with others.