



Fine Paper
North America

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October 30, 2007

FOR IMMEDIATE RELEASE

Worksight Wins Grant to Benefit the New York City Alliance Against Sexual Assault

New York – The design studio Worksight is pleased to announce that they have been awarded a grant by Sappi Fine Paper's Ideas that Matter program. The grant will fund a print campaign benefiting a community outreach project by the New York City Alliance Against Sexual Assault. The alliance is the only organization in NYC to center its research, advocacy, training and community organizing on sexual violence.

Since its inception in 1999, Sappi's Ideas that Matter program has awarded over \$1 million each year in grants and has attracted applications from designers throughout the world.

The Ideas that Matter program recognizes designers who have partnered with a philanthropic organization to develop proposals including campaign concepts, business plans, objectives, costs and possible benefits. Entries were judged by an independent review panel of top North American graphic designers and representatives from leading non-profit organizations including School of Visual Arts, Des Enfants, Inc., VSA Partners, Inc. and Adam & Co. All judges based their decisions on each proposal's creativity and potential effectiveness, and expressed confidence in the designers' vision.

"The Alliance needed printed vehicles to communicate their efforts, said Scott Santoro, Principal, Worksight. "We also wanted to present the Alliance in the most professional manner. The grant we received from Sappi will do just that."

"This year we received some exceptional and unique designs and campaigns that we know will bring energy and awareness to North America's most important causes," said Joe Isaak, Senior Consultant, Sales and Marketing, Sappi Fine Paper North America. "Ideas that Matter is a wonderful outlet for designers to use their passion and creativity to benefit the greater good, and Sappi is honored to be able to help share these powerful messages each year with audiences throughout North America."

The grants provide funding to designers and design companies for the development of print-based campaigns promoting causes of their choosing. Recipients donate their time and creativity to each project, while the funding covers implementation costs.

The deadline for the 2008 Ideas that Matter grant submissions is May 31, 2008. For more information on Sappi's North American Ideas that Matter program, please visit www.sappi.com/ideasthatmatter.

About Sappi Ideas that Matter

Since its inception, the program has funded more than 100 campaigns in North America, and awarded more than \$7 million in grants worldwide. Ideas that Matter attracts applications from designers throughout the world. This year, Sappi received more than 100 applications from North American designers, and awarded 13 grants ranging from \$5,000 to \$50,000. The grants will be used to develop campaigns for non-profit organizations backing cultural, health, and human rights efforts, as well as supporting the homeless, underprivileged and disabled.

New York City Alliance Against Sexual Assault

Advocacy | Education | Research

Allies Against Sexual Violence

www.nycagainstrape.org **New York City Alliance Against Sexual Assault**
Advocacy | Education | Research

The New York City Alliance Against Sexual Assault

http://web.archive.org/web/20050624015339/ht

New York City Alliance Against Sexual Assault
Advocacy | Education | Research

What's New | Site Map

Help Us Improve Services! Have you received services in New York City for a sexual assault? Help us to improve these services by taking our survivor survey. (survey en español).

The Buck Stops Here
The institutional response to sexual assault can be likened to any public response to rape: it has the potential to heal as well as to harm. When an institution shrouds the abuse in secrecy, survivors and their families are disempowered and discarded, an experience some survivors describe as revictimization. While news about institutions tolerating and condoning sexual assault is distressing, many survivors and allies are bravely facing powerful foes who would have them remain silent. [Full article](#)
This article appears in the Winter 2005 issue of the Torch, the Alliance's quarterly newsletter.

DID YOU GET THE HELP YOU NEEDED WHEN YOU WERE RAPED?

Sharing your experience will help improve services to rape survivors in NYC. Please fill out our survey: [CLICK HERE.](#)

News and Announcements

- NEW! CORRECTION!** Senators Klein and Savino to Push to Eliminate Statute of Limitations for Felony Rape (Address: 60 Centre St)
- NEW! URGENT ALERT** from Stop Family Violence
- NEW!** Support the ?Prevention First Act?
- NEW!** Psychotherapist Supervisor Kingsbridge Heights Community Center Child Sexual Abuse Treatment and Prevention Program:
- NEW!** Administrative Assistant Mount Sinai Medical Center Sexual Assault and Violence Intervention Program:
- NEW!** Crisis Counsellor CAMBA, Inc. Victim Assistance & Rape Crisis Services:
- NEW!** Three Positions Available STEPS to End Family Violence
- NEW!** Social Worker Office Of The District Attorney, Kings County Counseling Services Unit:
- NEW!** Barrier Free Justice Summer Conference Kings County District Attorney's Office
- NEW!** Safer Sex in the City AIDS Service Center of NYC
- NEW!** Evening Support Group for Survivors of Domestic Violence Beth Israel Medical Center Domestic Violence Program
- NEW!** Art Therapy Support Group for Adult Survivors of Sexual Assault Insight-Out Studios

DID YOU GET THE HELP YOU NEEDED WHEN YOU WERE RAPED?

Sharing your experience will help us improve services to other rape survivors in NYC. Please fill out our online survey at www.nycagainstrape.org/survey.

ENOUGH!

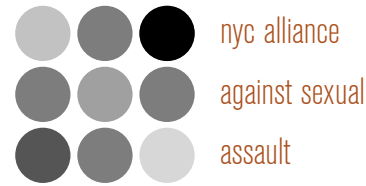
THE *third annual* CRIMINAL JUSTICE COLLABORATION PROJECT CONFERENCE

COME ONE COME ALL

NO MORE RAPE

thursday, may 12th 9:30a-4p
john jay college of criminal justice

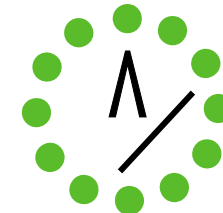
Logo Exploration



New York City
Alliance Against
Sexual Assault
 Advocacy | Education | Research



New York City Alliance Against Sexual Assault



NYC ALLIANCE AGAINST SEXUAL ASSAULT

al·li·ance

Function: noun

1 a : the state of being allied : the action of allying b : a bond or connection between families, states, parties, or individuals ← a closer alliance between government and industry →

2 : an association to further the common interests of the members;

specifically : a confederation of nations by treaty


3 : union by relationship in qualities : AFFINITY

4 : a treaty of alliance



New York City
 Alliance Against
 Sexual Assault

Logo Exploration: Application



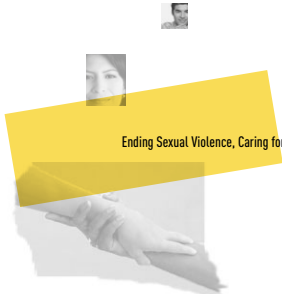
The New York City Alliance Against Sexual Assault's mission is to develop and advance strategies, policies and responses that prevent sexual violence and limit its destabilizing effects on victims, families and communities. We accomplish this through: 1. **research** to document the extent of sexual violence in NYC and determine the effectiveness of current intervention and prevention efforts. 2. **education** about the devastating aftermath of sexual violence and opportunities for its prevention, and 3. **advocacy** for responsive policy development, practice and legislation with public officials and service providers.

NEW YORK CITY ALLIANCE
AGAINST SEXUAL ASSAULT



nyc alliance
against sexual
assault

Ending Sexual Violence,
Caring for our Survivors



Ending Sexual Violence, Caring for our Survivors

N.Y.C.
(Alliance
Against
Sexual Assault



New York City
Alliance Against
Sexual Assault

Ending Sexual Violence, Caring for our Survivors



Original Logo

New York City
Alliance Against
Sexual Assault
Advocacy | Education | Research

Newly Designed Logo and Typographic Lockup



New York City Alliance
Against Sexual Assault

Suggested Typeface

Din (alternate)

Din Condensed (alternate)

ABCDEFGHIJK
LMNOPQRSTU
WXYZ 123456789
abcdefghijklmn
opqrstuvwxyz
ABCDEabcdef
ABCDEabcdef
ABCDEabcdef

ABCDEFGHIJK
LMNOPQRSTU
WXYZ 123456789
abcdefghijklmn
opqrstuvwxyz
ABCDEabcdef
ABCDEabcdef

Din (alternate)

Din

Alliance Alliance



ij ij

Stationery Application



**New York City Alliance
Against Sexual Assault**

27 Christopher Street
3rd Floor • New York, NY 10014
t 212.229.0345 • f 212.229.0676
www.nycagainstrape.org

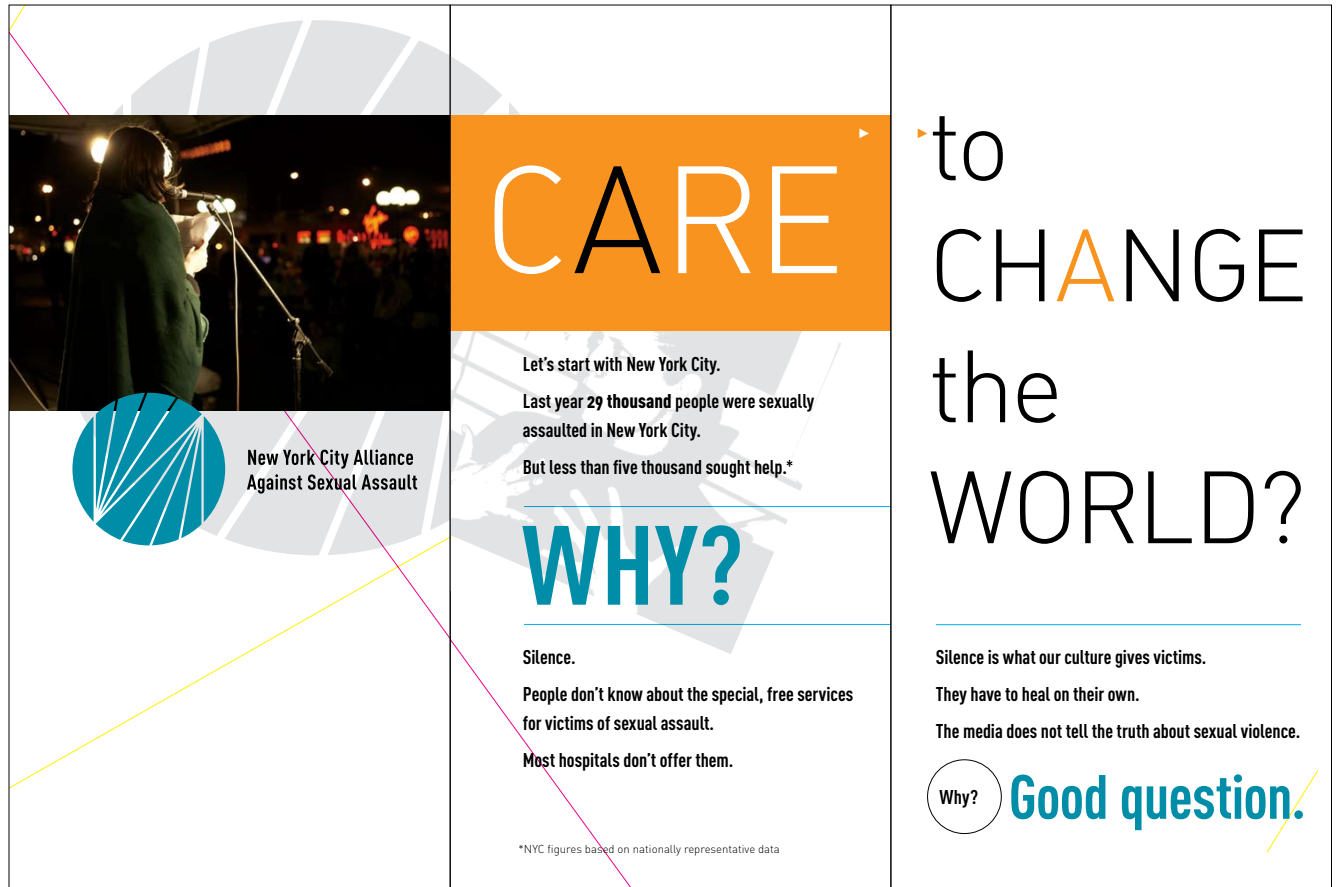


Harriet Lessel LCSW
Executive Director

**New York City Alliance
Against Sexual Assault**

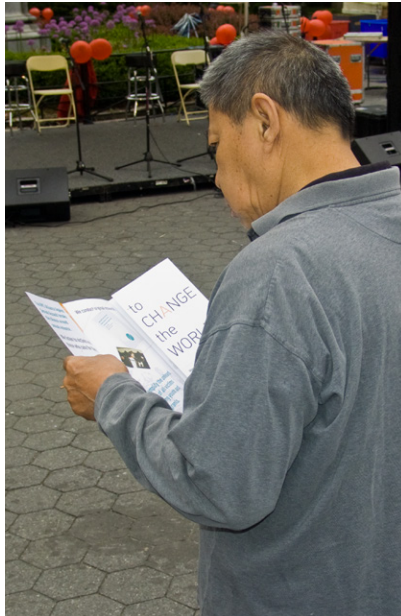
27 Christopher Street
3rd Floor • New York, NY 10014
t 212.229.0345 • f 212.229.0676
www.nycagainstrape.org
hlessel@nycagainstrape.org

Previous Pamphlet Design and Redesign





**New York City Alliance
Against Sexual Assault**



YES! I AM COMMITTED TO ENDING SEXUAL VIOLENCE IN NYC

I want to donate: \$25 \$50 \$100 \$250 \$500 \$1,000 Other

I want to receive email announcements

I want to volunteer

I want to be an activist

Name: _____

Address: _____

City/State: _____

Zip: _____

Phone: _____

Email: _____

Donate online: nycagainstrape.org/support.html

Send a check or money order payable to: **The NYC Alliance Against Sexual Assault**

Pay by credit card:

MasterCard Visa Amex Discover

Name: _____

Card Number: _____

Exp. Date: _____

Credit Card Security Code (ECS): _____

I would like my contribution to be in honor of _____

I would like my contribution to be in memory of _____

Fax your completed form to: 212.229.0696

Or mail it to:

New York City Alliance Against Sexual Assault
 27 Christopher Street, 2nd Floor
 New York, NY 10014

to CHANGE the WORLD?

Silence is what our culture gives victims. They have to heal on their own. The media does not tell the truth about sexual violence.

Why? **Good question.**

TO LEARN MORE DONATE GET INVOLVED GO TO

www.nycAgainstrape.org

New York City Alliance Against Sexual Assault

NYC Alliance Against Sexual Assault
 27 Christopher Street
 New York, NY 10014
 212.229.0242/Phone
 212.229.0696 fax
 contact-us@nycagainstrape.org

CARE

Let's start with New York City. Last year 29 thousand people were sexually assaulted in New York City. But less than five thousand sought help.*

WHY?

Silence. People don't know about the special, free services for victims of sexual assault.

The NYC Alliance Against Sexual Assault breaks the silence around sexual violence.

We listen to victims and those who care for them.

We fight for change so every victim has a chance to heal.

to CHANGE the WORLD?

We conduct original research.

We amplify the unheard voices of all victims including youth and immigrants.

We bring our findings to the public, to decision makers, to the media and to the community.

Our research serves as a catalyst for action.

Our leadership will result in specialized trauma centers for victims of sexual violence.

Our multi-site, multi-year pilot project will find how to prevent sexual violence on the ground level.

The NYC Alliance Against Sexual Assault is at the forefront of research, advocacy, training, and community organizing on sexual violence.

Our research is critical to documenting the scope and nature of sexual violence in NYC.

The Alliance envisions true social change growing from a citywide strategy to prevent sexual violence.

The NYC Alliance Against Sexual Assault develops and advances strategies, policies and responses that prevent sexual violence and limit its destabilizing effects on victims, families and communities. As the only sexual violence organization in the country conducting citywide primary research, we are in a unique position to raise public awareness and create sustainable change.

Our work is made possible by the generous contributions of people like you—people who share the commitment of engaging all communities in the prevention of sexual violence. With your help, survivors will have a chance for full recovery. With your help, a world without sexual violence is possible. Please join us, today.

"I felt in control again. Like I was doing everything I could." —Survivor

You are invited to a dinner party
 Hosted by Board member Erica Garcia at Latin Kitchen
 To benefit the NYC Alliance Against Sexual Assault



To care for our survivors

To end sexual violence

► Please come to Erica's Dinner Party at Latin Kitchen to learn more about the work of the Alliance.

► Sunday, December 2, 2007 Cost: \$55 per person
 5:00pm or 7:30pm A portion of your gift is tax deductible

53841 East Tremont Avenue, Bronx, NY 10465

6 train Westchester Square, then take a 40 or 42 bus to Schley and East Tremont



New York City Alliance
 Against Sexual Assault

FOR DIRECTIONS, CALL: 718 630-6600

The New York City Alliance is the only nonprofit organization in the country that conducts original research and finds solutions to improve care for survivors and to end sexual violence.

TO SEE THE ALLIANCE IN ACTION GO TO:
WWW.NYCAGAINSTRAPE.ORG

The production of this piece was made possible by a grant from Saegge's Ideas That Matter program. 

Our mission...

...is to **build** the capacity of communities, organizations, and institutions

to advance the right to live F R E E from sexual violence

and reduce the harm it causes

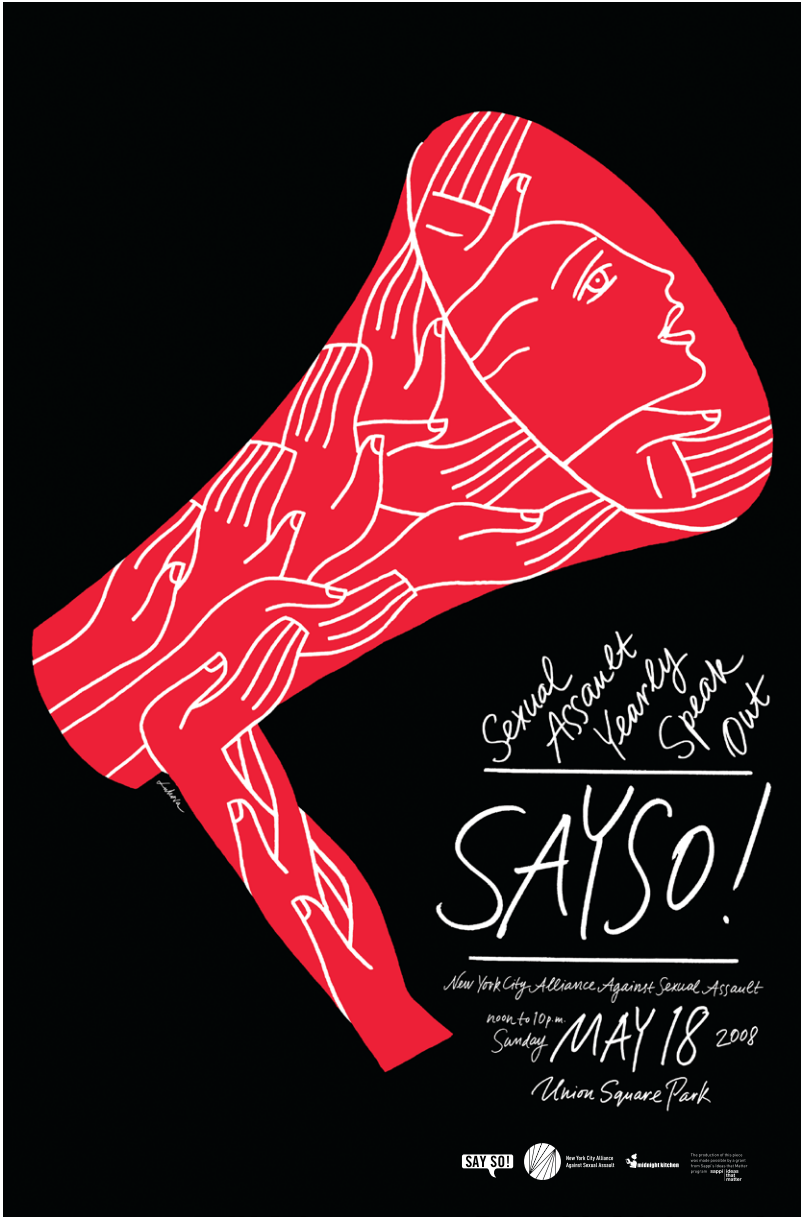
individuals, families, and society.

► Annual Report



New York City Alliance
 Against Sexual Assault





Final SAYSO poster (Luba Lukova Illustrator):
New York City Alliance Against Sexual Assault

► **If you or any of your friends were forced to have sex or hurt sexually, you can get help for free. Refer to our list (on back) of hotlines, counseling, and medical centers where you can go for help.**



Call a hotline anytime.

In the event that a relative, friend or someone you know discloses that they have experienced sexual violence, the most important things you can do are:

- **Listen:** Don't just use your ears—use your eyes, face and body to show that you are listening.
- **Validate:** Do not question the survivor's story and do not blame them for what happened.
- **Inform:** Provide information about services that can help the survivor make a decision for him/herself as to what he/she should do.

Thanks to all those who have supported the event with in-kind donations

Major League Soccer Deviwo Projects Jessica Monty	Whole Foods Bowery Educational Video Center Babeland	Gotham Girls Roller Derby, NFP Trinity Pub bikram yoga lower east side	Video Equipment Rentals of Glendale, CA & New York City Stacie Joy Photography	Darren Mayhem Namaste Yoga & Tranquility Center	Vanessa Zannis, Angel Therapy Practitioner Center for Anti-Violence Education
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Reiki Practitioners

David Gorczynski, SPARK
Natalie Wilson
Jessica Williams
Jae Schapp
Telesh Lopez
Meryl Susanne Brinin
Miriam Eisenberger
Lilia V. Marquez,
Mind Body Spirit Healing Journey
Alicia DiGiovanni,
Artful of Passion
Claudia Helmke,
Holistic Energy Healing

Performers

Rachel Friedman
Winslow Turner
Porter III, Carbon Pictures
Glenn Marla
Gina Gibney Dance
INSPIRIT: a dance company
Toni Blackman
Desiree Gordon
Yolanda Zama
Natasha Spady
Ganessa James
Anna Peach
Piper Anderson
Jami Jackson

Urban Word NYC:

Roxy Azari
Tahani Salah
Ra Zayad
Una Aya Osato
Aliza Hava,
FireMusicFaerie Productions
Jennifer Seary
Catherine Whyte
Vanessa Paula
Chana Rothman
Shoshana Jedwab
Pearson Lee,
Brooklyn Girl Publishing
Nandini Muralidhar
Akiva The Believer

Elischia Fludd,

SAFER (Students Active For Ending Rape)
Kristin Simpson
Charlie Hoag
Julie Chim
Lisa Bachman
Youth Action Council
Scout Durwood,
Mighty Little Productions
Deborah Kampmeier,
DJK Films
Yetta Kurland
The Spectacles
Black Betty & The Polka-Dot Crusaders

Lucky Chops

Brass Band
The Ingenues
Voices of Women Organizing Project
Jamie Lyn
Melody Berger
Larissa Shmailo,
TWIN Poetry
Glensy Javier
Haydee Lorenzo
Jerome Rankine
Ashby Dodge,
The Joyful Heart Foundation
Stephanie Rooker
Emma Jackson

Amy Edelstein

Victor Cruz
Lisa Kessler
Liana Harper
Larken, YES.
Tristan Fisher, P.V.A.
Recording/Rehearsal
Soohyun Park
Arong Kim
Jeeyeon Lee
tuac of LEN XIANG
Maria Rose Pirone

Last year, more than 22 thousand women and seven thousand men were sexually assaulted in New York City.



New York City Alliance Against Sexual Assault

The New York City Alliance Against Sexual Assault develops and advances strategies, policies and responses that prevent sexual violence and limit its destabilizing effects on victims, families and communities. As the only sexual violence organization in the country conducting primary research on sexual violence, we are in a unique position to raise public awareness and create sustainable change.

Our work is made possible by the generous contributions of people like you—people who share the commitment of engaging all communities in the prevention of sexual violence. With your help, survivors will have a chance for full recovery. With your help, a world without sexual violence is possible.

Please join us, today.

YES! I AM COMMITTED TO ENDING SEXUAL VIOLENCE IN NYC

- I want to donate: \$25 \$50 \$100 \$250 \$500 \$1,000 Other
- I want to receive email announcements
- I want to volunteer I want to be an activist

Name: _____
 Address: _____
 City/State/Zip: _____
 Phone: _____ Email: _____

See reverse for other ways to get involved. ►

Check or money order payable to: **The NYC Alliance Against Sexual Assault**

Credit Card: MasterCard Visa Amex Discover

Cardholder's Name: _____

Card Number: _____

Expiration Date: _____ Today's Date: _____

I would like my contribution to be in honor of: _____

I would like my contribution to be in memory of: _____

Fax your completed form to 212.229.0676 or mail it to:

**New York City Alliance Against Sexual Assault
 27 Christopher Street, 3rd Floor
 New York, NY 10014**

To learn more about the Alliance or to donate online, please visit www.nycagainstrape.org

The New York City Alliance Against Sexual Assault is a 501(c)(3) corporation. Gifts are fully tax-deductible to the extent of the law.

Victim-centered Care

Original Website and Similar Organization Research

The screenshot shows the homepage of the New York City Alliance Against Sexual Assault. The header includes the organization's name and logo. A navigation menu lists categories like Survivors & Friends, SA Awareness Month, Announcements, Resource Guide, Research, Trainings, The Torch, and About Us. The main content area features an article titled "The Buck Stops Here" with a sub-headline "DID YOU GET THE HELP YOU NEEDED WHEN YOU WERE RAPED?". Below the article is a list of "News and Announcements" with several items starting with "NEW!". A sidebar on the left offers options for a printer-friendly version, mailing lists, and a donation link.

This screenshot displays the website for the Women's Alliance 2006 National Conference. The page has a red and white color scheme. It features a navigation bar with links for Home, Help, Member Logins, Search, and more. The main content area includes sections for "Members", "Donate Now", and "Focus". The text emphasizes the organization's commitment to providing support and resources for survivors.

The screenshot shows the website for Stop Violence Against Women. It features a prominent red and white design with a large "STOP" graphic. The page includes a navigation menu and a main section with text about the organization's mission to end violence against women through advocacy, education, and research.

This screenshot is of the National Clearinghouse on Marital and Date Rape website. It has a grey and red color palette. The page features a central graphic of a red dress and text that reads "National Clearinghouse on Marital and Date Rape / Women's History Library". Below the graphic, there is a network of contributors and a list of addresses for various chapters.

The screenshot shows the website for the Stop Violence Against Women Campaign. It features a bright yellow and purple color scheme with a large "STOP" graphic. The page includes a navigation menu and a main section with text about the campaign's goals and how to get involved.

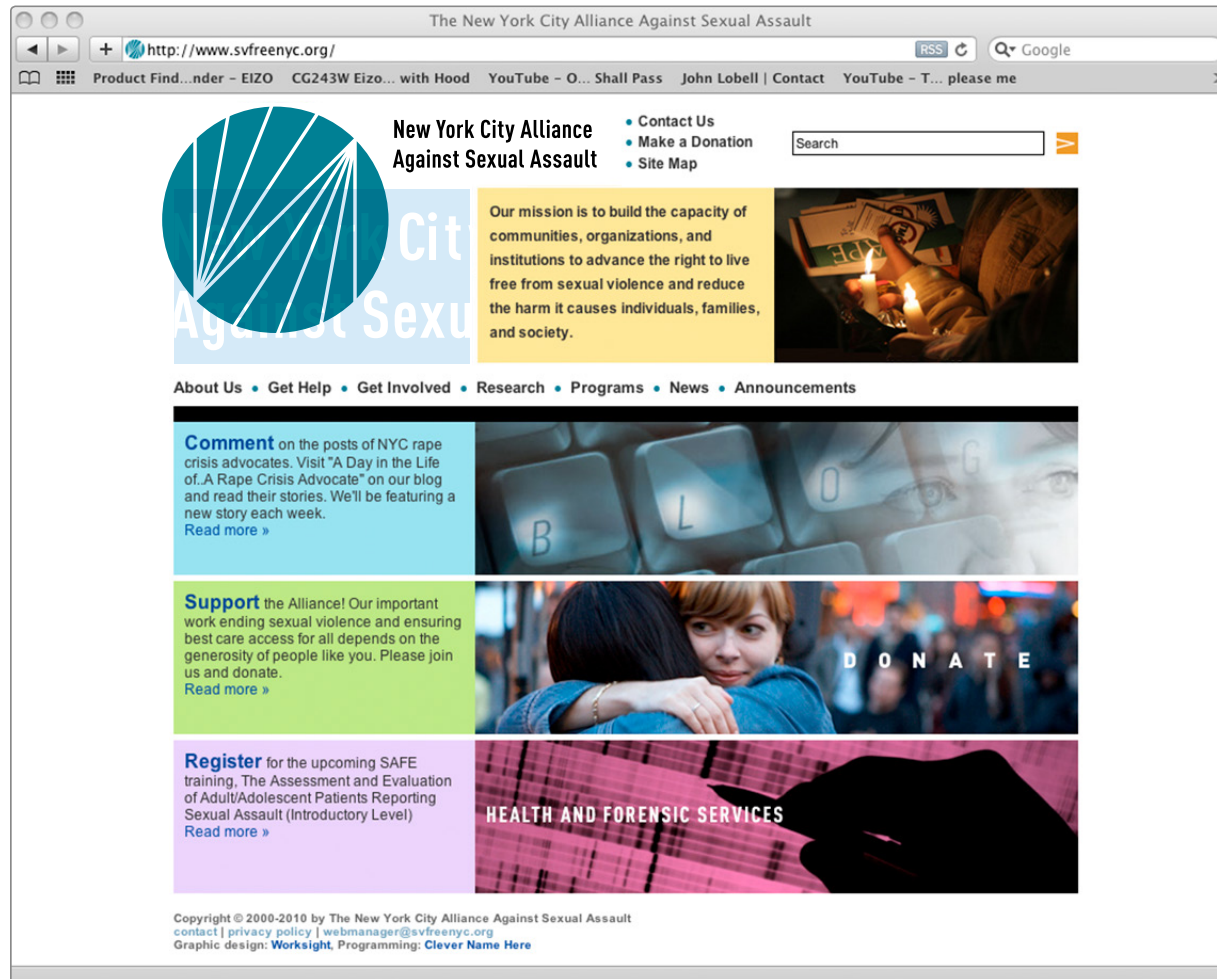
This screenshot is of the WOLAR website. It features a large photograph of a woman's face. The text on the page includes the organization's name "WOLAR" and a quote: "Remember, no one can make you feel inferior without your consent." The page also includes a navigation menu and contact information.

The screenshot shows the website for AWARE (Awareness Through Action). It features a red and white design with a large "AWARE" graphic. The page includes a navigation menu and a main section with text about the organization's mission to raise awareness and provide support for survivors.

This screenshot is of the CALCASA website. It features a yellow and orange color scheme with a large "CALCASA" logo. The page includes a navigation menu and a main section with text about the organization's mission to provide support and resources for survivors.

The screenshot shows the website for the Young Women's Alliance of Austin. It features a red and white design with a large "Young Women's Alliance of Austin" graphic. The page includes a navigation menu and a main section with text about the organization's mission to support young women.

Original Website and Similar Organization Research



www.nycagainstrape.org **New York City Alliance Against Sexual Assault** **theTorch**
 Advocacy | Education | Research

A NEWSLETTER FOR THE ANTI-SEXUAL VIOLENCE COMMUNITY • SUMMER 2005 ISSUE

Boys will be Men: The Pause Button Campaign

The Alliance created the Pause Button campaign to assist in preventing sexual violence by reducing perpetration. Its goal is to change attitudes among boys 11 to 13 years old that could contribute to sexual assault perpetration as boys mature. The campaign aims to reinforce boys' positive masculinity, respect boys' own moral compasses, and show boys how to not cross the line and sexually assault a peer.



When talking to boys about sexual assault, it is best to provide a positive message about masculinity, one that reinforces the boys' own morality and puts them in control of their actions. While boys generally believe that violence toward girls is unacceptable - even reprehensible - behavior, they do not necessarily make a clear connection between violence and sexual assault. We have to make that message clear: sexual assault is an act of violence against women.

At the same time, punitive messages about the future consequences of their behavior are not as effective for boys. This is largely because adolescents view their 'future' and adulthood in a very distanced, abstract way. While they are aware that their current behaviors might affect their lives down the road (high school, college and beyond), their acute sense of the future usually does not extend beyond anticipation for tomorrow's game or the party on Saturday night.

After a long, careful development process working with experts in teen and 'twen' research and marketing, the Pause Button

campaign is the best poster we've seen for this audience. The final poster was designed by Craig Yoe and Yoe! Studio. Craig is the former Creative Director and VP/General Manager of the Muppets, and has worked on everything from TV shows to theme parks. The team at Yoe! are experts in crafting effective messages that young people notice and identify with.

Focus testing found that boys clearly recognized that this poster was intended for them, and that if they came across an ad like this, no matter the location, they would stop and check it out. All boys immediately and readily understood the message. As a 9th grade

boy participating in a focus group said: 'It's not a game. You get points in playing games, but you don't get points for rape.'

The Alliance determined that a toolkit for program staff was needed in order to encourage buy-in for the campaign, assist with proper implementation, and help safeguard against any negative effects. The toolkit also guides and encourages youth workers, generates additional activities, and points to outside materials. It offers advice on what to do if a survivor or an abuser comes forward, and how to talk to a group of young people about sexual violence. A crucial part of the toolkit is a 'Myths and Facts' section that can be used in a classroom discussion, and also serves to educate staff.

To inform our future work, the Pause Button campaign distribution is integrated with an evaluative research study to ascertain its efficacy, in 25 after-school and beacon programs. This will help the Alliance evaluate the poster campaign's effect on adolescents' social norms around sexual violence; their preparedness to deal with the issue; and their response to the poster.

The evaluation is being conducted by The Michael Cohen Group (MCG), the Alliance's research partner throughout the development of this campaign. MCG is a research-based consulting firm with a strong specialization in research with youth and children, and a particular focus in researching educational and media products and programs for children.

continued on pg. 2

theTorch  **New York City Alliance Against Sexual Assault**

NYCAGAINSTRAPE.ORG • A NEWSLETTER FOR THE ANTI-SEXUAL VIOLENCE COMMUNITY • SUMMER 2007

→ In April the Alliance released its groundbreaking findings on hospital services for sexual assault victims. Our research provides the most comprehensive data to date on such services, as well as the first citywide report from survivors themselves. Here are highlights from the press conference covered by the *New York Daily News* and two television channels, among others.

On the Findings:
Alliance Executive Director Harriet Lessel

"Our research found that for rape victims, getting help in New York City depends on two factors: misfortune and luck. *Misfortune* because what services you get depend on where the rape happened. And *luck* because if you are lucky, you might go to a hospital with specialized treatment.



Survivor Cheryl Wheeler

On the Data:
Research Director Deborah Fry

"It is alarming to note that a sexual assault victim who is brought to 75% of the hospitals in New York City will go without specialized care. Currently, there are only 17 emergency departments in NYC that have SAFE programs. Most of these are located in Manhattan."

On the Implications:
Education and Training Director Tamara Pollak

"We know that it doesn't make sense logistically to try to develop a SAFE program in every hospital in New York City. It does make sense to planfully design a SAFE program infrastructure that guarantees access to all victims."



Pictured from left to right: Harriet Lessel, Deborah Fry, and Tamara Pollak

On What It Means:
Survivor Cheryl Wheeler

"I suspect more people in my situation would have a very difficult time explaining [what they need] without a victim's advocate."

→ **The Alliance is the only organization** of its kind in the country that conducts original, primary research. You can find the complete reports, *How SAFE is New York City? Sexual Assault Services in Emergency Rooms* and *A Room of Our Own: Sexual Assault Survivors Evaluate Services*, as well as links to the news coverage at:

www.nycagainstrape.org/research.html

ALLIANCE NEWS

→ The Alliance's community library of sexual violence-related resources includes a growing collection of commercial films. Of note are two recent acquisitions: *Searching for Angela Shelton* and *sherrybaby*.

The Alliance showcased *Searching for Angela Shelton* last year at its film festival for rape crisis advocates, *Films that Fight Back*. This biographic documentary follows the director, a victim of childhood sexual abuse, as she searches the country for her namesakes. In the course of her journey, she discovers that most of them have also suffered from sexual violence. The film succeeds through its deeply personal approach to a social problem.

sherrybaby takes an unflinching look at the devastation wreaked by childhood sexual abuse in one woman's life. Maggie Gyllenhaal's performance earned her a Golden Globe nomination. As the *New York Times* noted: "She treats the character neither as a case study nor as an opportunity to show off her range, but rather as a completely ordinary and therefore arrestingly complicated person."

The library is open to the public during the week; library loans are also available. Please contact the Alliance for further information, or email: library@nycagainstrape.org

→ In the last year, the Alliance has benefited from two special film screenings. In October, Gyllenhaal made a personal appearance for a Q&A with the audience following a VIP viewing of *sherrybaby*. In April, writer/director Mia Goldman and Shirley Jackson fielded questions about their film, *Open Window*, along with Alliance Research Director Debi Fry, and Carole Sher, Victim Services Coordinator at Beth Israel Medical Center.

Open Window portrays how an entire family struggles with the victim toward recovery after a stranger rape. Actress Robin Tunney won best actress in the Boston Film Festival for her performance.

→ The Alliance received a grant from the New York Community Trust for a new Health Policy and Administration Associate. We welcome Siri Suh, who will spearhead strategy around our SAFE in the City goals to ensure access to best care for all survivors in New York City. Prior to joining us, Siri worked on an international project to promote family planning and maternal health in Senegal.

We also introduce our new Research Associate, Monica Paz. In her first project, Monica will conduct focus groups



Screening poster for *sherrybaby*

on our new *NYC Teen Health Map*, a pocket subway map that also serves as a guide to youth health services. In addition to her community organizing work in New York, Monica served as a lawyer on the team that won the first national torture case to reach the supreme court in Peru. Monica replaces Daisy Deomampo, who will pursue her doctorate in Anthropology. Daisy will be sorely missed.

→ In April, the Alliance organized *Uncovering Rape in NYC*, a full-day workshop for local media. Funded by the NY State Division of Criminal Justice Services, the series of panel discussions was moderated by the prestigious Poynter Institute of Journalism.

Seasoned journalists offered insight on the practical and ethical challenges to victim-centered coverage. Panelists included Helen Benedict, the author of *Virgin or Vamp*:

How the Press Covers Sex Crimes; Alison Gendar, Police Bureau Chief for *The NY Daily News*; Linnell Smith, an award-winning *Baltimore Sun* reporter; Dominic Carter, a survivor and anchor for *NY 1* news; and Carol Jenkins, former anchor for *NBC News*.



Author Helen Benedict

COMMUNITY NEWS

→ In May, the NYPD Special Victims Liaison Unit named Sgt. Grace O'Donnell as its new Commanding Officer. Sgt. O'Donnell served as Supervisor in the Brooklyn Special Victims Squad. She replaces Lt. Stephanie Clark, who was a strong ally of the rape crisis community. Sgt. O'Donnell will continue working in Brooklyn: the NYPD Unit was recently relocated to 300 Gold Street.

→ Local rape crisis programs are thinking creatively about their new primary prevention mandate from the Centers for Disease Control. To support them, the Alliance initiated a four-part training program on primary prevention funded by the NY State Department of Health.

In part one, Lydia Guy, the Prevention Services Director for the Washington Coalition of Sexual Assault Programs, described how a community development approach could work for them. In the second, Lisa Fujie Parks, co-author of *The Spectrum of Violence Prevention: Toward a Community Solution*, guided them through the six levels of the "spectrum of prevention," and discussed each local program's readiness to embark on primary prevention planning.

In the remaining two workshops, the programs will begin to map out their efforts to create a citywide strategy of primary prevention.

For more information, contact Alliance Training Director Tamara Pollak: tpollak@nycagainstrape.org

WE NEED YOUR HELP → BECAUSE SEXUAL VIOLENCE IS STILL A PROBLEM.

Please select how you would like to direct your gift:

- Give to the Alliance / Community Fund
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Fax your completed form to **212.229.0676** or mail it to: **NYC Alliance Against Sexual Assault 27 Christopher Street, 3rd Floor, New York, NY 10014**

The New York City Alliance Against Sexual Assault is a 501(c)(3) corporation. Gifts are fully tax-deductible to the extent of the law.



21,000 NYC public high school students have been raped.*

Most don't know where to get help...

Which is why we created a wallet-sized map of rape crisis and health care services that teens can access confidentially, at little or no cost.

Just one way the NYC Alliance Against Sexual Assault brings New Yorkers together to care for our survivors and to end sexual violence.

To find out more or to order the maps, go to nycagainstrape.org

*In 2005, the number of students—both male and female—reporting forced sexual intercourse increased from 5.6 percent in 2001 to 7.5 percent in 2005. For young women alone, reports jumped from 5.4 to 9.5 percent. According to this data, nearly 1 in 10 young women attending NYC public high schools have been raped.



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New York City Alliance
Against Sexual Assault

June • 2008

Partners and Peers: Sexual and Dating Violence Among NYC Youth

A Research Report by the
New York City Alliance Against Sexual Assault
and the Columbia Center for Youth Violence Prevention,
Columbia University



YAC April 2008 Meetings

Top: The Alliance's Youth Action Council [YAC] working on a strategy diagram for sexual violence intervention. Pictured from left to right: Naeem, Chime, Alex, Mahfug, and Gabriel (seated).

Bottom: The Alliance's Youth Action Council viewing a group strategy diagram for sexual violence intervention. Pictured from left to right: Naeem, Michael, Mahfug, Sarah (back), Anastasia, and Chime.

**New York City Alliance
Against Sexual Assault**

Columbia Center for Youth Violence Prevention

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The Social Ecological Model

Individuals are influenced by their environments, and at the same time, an environment is shaped by its individuals. The social ecological model developed by Urie Bronfenbrenner in the 1970s emphasizes this constant interaction between individuals, the environment, and the layers in between. This model can also be applied to understand the factors important in sexual violence prevention.

Individual-level influences are biological, and include personal history factors that increase the likelihood that an individual will become a victim or perpetrator of violence. For example, hostility toward women, childhood history of sexual abuse, or witnessing family violence (among other factors) may influence an individual's behavior choices that lead to perpetration of sexual violence (CDC, 2004).

Relationship and group-level influences are factors that increase risk as a result of relationships with peers, intimate partners, and family members (CDC, 2004). Research has shown that social norms upheld by friends, family, and partners influence behavior (Fujie-Parks, Cohen, and Kravitz-Wirtz, 2007).

Community-level influences are factors that increase risk, based on social environments, and include an individual's experiences and relationships with schools, workplaces, and neighborhoods.

Societal-level influences are larger, macro-level factors that influence sexual violence, such as gender inequality, religious or cultural belief systems, societal norms, and economic or social policies that create or sustain gaps and tensions between groups of people (CDC, 2004).

Interactions can occur within a particular system or across systems. Most often, these interactions occur in a top-down manner; environment influences individual behavior. Yet, interactions can also occur in the opposite direction. Individuals can be instrumental in forming alliances or coalitions to enact change within their community and/or society. Furthermore, other factors, such as technology, can move in both directions.

The social ecological model allows one to examine various factors that explain individual behavior, and calls for prevention strategies that include activities affecting and targeting multiple levels of this model.

as awareness-raising campaigns, will need to be made to improve the level of readiness. If a community is at a mid- or high level of readiness, then that community can begin designing an action agenda. All prevention work begins with community-based readiness assessment.

• **Solution-Based and Positively Focused:** The Alliance envisions a city without sexual and dating violence. Prevention work is grounded in promoting a positive set of behaviors through the creation of environments and norms that promote those behaviors, instead of focusing solely on eliminating negative behavior. The outcome of this prevention work is seen as building healthy behaviors and communities. The Alliance understands the importance of working with communities to clearly define what the term *healthy* means.

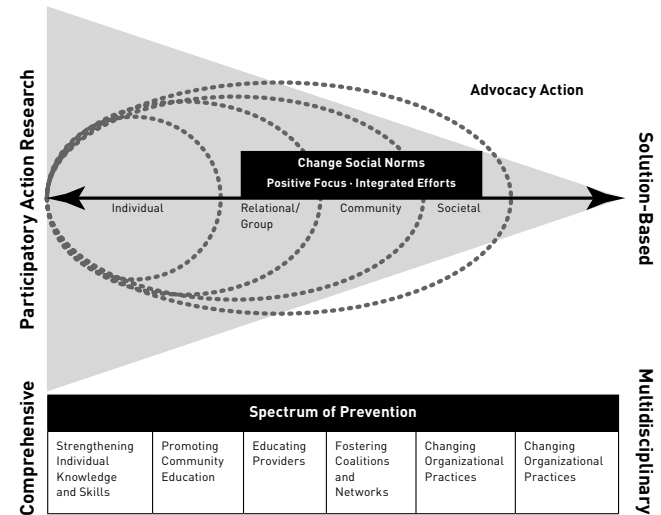
• **Integrated and Collaborative:** Many social movements are focused on changing social norms and behaviors. The norms that allow sexual and dating violence to continue in NYC also allow for other unhealthy behaviors and norms (such as behaviors that lead to HIV transmission, general violence, bullying, hate crimes, etc.). Instead of creating separate prevention movements, the City should work together to comprehensively change the social norms that affect these behaviors. The Alliance believes in working across sectors, and using—as well as sharing—best practices and knowledge with allies in other movements.

Programmatic Recommendations

This study provides data to inform prevention programming. Based on this data, the Alliance recommends that:

- **Schools and programs that work with youth should include a focus on primary prevention.** Primary prevention focuses on examining and addressing the root causes of violence such that violence can end *before* it occurs.
- **Prevention efforts should work with and develop youth leaders as an impetus for change.** Since youth often turn to friends in times of crisis, it is important to develop leadership among youth to address the root causes of sexual and dating

Figure 13: NYC Alliance Against Sexual Assault Violence Prevention Framework



violence and challenge accepted peer norms. The Alliance's Youth Action Council is one example of building youth leadership (see text box: Youth Action Council on page 70).

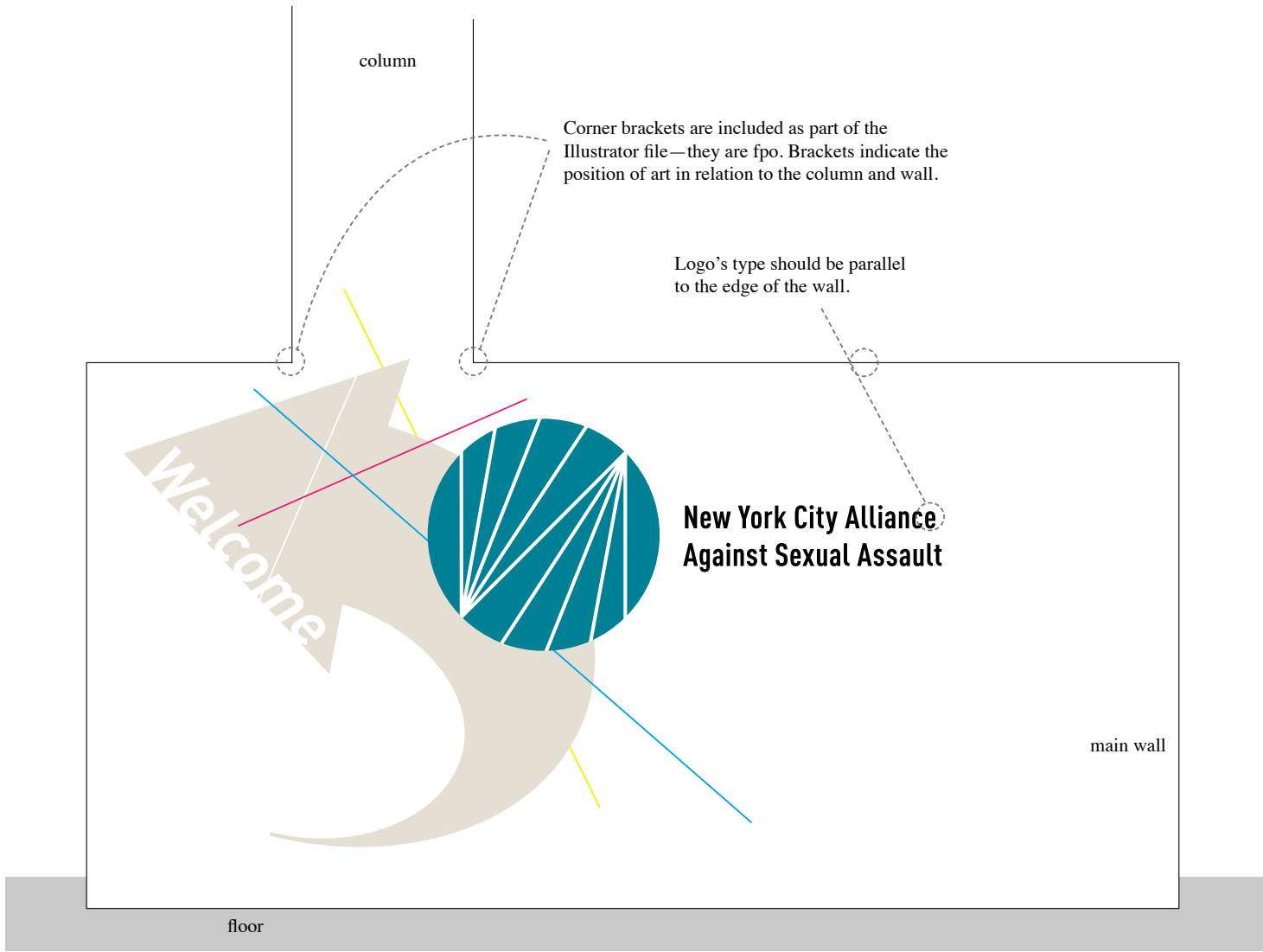
- **Prevention efforts should include a strong focus on changing social norms.** This can happen by focusing prevention efforts at the community level, such as schools and peer networks. By focusing on changing community norms, the underlying factors that influence violent behaviors can be changed.
- **Prevention programming must include the term "sexual violence" in the definition of "dating violence," and vice versa.** This research shows that sexual violence is a component of dating violence. Many dating violence prevention efforts only

address physical violence, but these efforts will not end dating violence if they fail to address a key component of dating violence—sexual violence. The sexual and dating violence prevention movements should work together to ensure comprehensive dating violence prevention efforts.

- **Prevention efforts should be integrated and collaborative with other health efforts.** This study shows the impact of dating violence on the health of young people. Often health programs such as those that seek to reduce teenage pregnancy, HIV transmission, and others are seeking to address the same social norms as the dating violence prevention programming. Working together ensures comprehensive prevention programs for youth.

Campaign Logo Exploration and Final







Lydia Martinez

Never doubt that a small group of thoughtful, committed citizens can change the world: indeed, it's the only thing that ever has.

—MARGARET MEAD, Anthropologist

About the New York City Alliance Against Sexual Assault

The New York City Alliance Against Sexual Assault plays a unique role in New York City. We serve all five boroughs, and work closely with the rape crisis programs and hospitals, District Attorney Offices, New York Police Department, court officials and city leaders to develop and implement best practices and policies in the treatment of and response to sexual assault survivors. The Alliance is at the forefront of sexual violence intervention and prevention, and has garnered national attention for model strategies and programs in New York City. The Alliance's SAFE Training Institute (SAFETI) is the largest sexual assault forensic examiner training program for Emergency Department and medical professionals in New York State.

The Alliance has been designated by the NYS Department of Health (NYS DOH) as one of two "Centers of Excellence for primary prevention of sexual assault" in New York State. We are working with the NYS DOH and the New York State Coalition Against Sexual Assault (NYSCASA) to develop, implement and monitor best-practice policies and guidelines regarding survivor service delivery in New York City and statewide.



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New York City Alliance
Against Sexual Assault

Project ENVISION



→ Envision NYC without sexual violence.
 → What would it look like?
 → What would it take?

NYC Alliance Against Sexual Assault • Bronx District Attorney's Office • Kingsbridge Heights Community Center • Mt. Sinai Sexual Assault and Violence Intervention Program • New York Presbyterian DOVE Program • St. Luke's Crime Victim's Treatment Center • Safe Horizon Bellevue Hospital • Beth Israel Hospital • Mt. Sinai Adolescent Health Center • St. Vincent's Hospital • Wyckoff Heights Medical Center

Did you know that?


- Sexual violence is any completed or attempted sexual act against a person's will. It ranges from unwanted sexual comments or advances to completed rape.
- In the US, 1 in 6 women and 1 in 33 men have experienced an attempted or completed rape at some time in their lives.
- Nearly 80% of incidents of sexual violence are perpetrated by someone known to the victim.
- Gender inequality, poverty, race, and other social factors are linked to sexual violence.
- Sexual violence is a silent, unrecognized problem in families and communities. It is a serious public health problem and a violation of human rights.
- Sexual violence is a preventable problem that requires community involvement.

Care to change the status quo?

The NYC Alliance and 11 of NYC's Rape Crisis programs are partnering with communities in New York City to prevent sexual violence. We are working with community leaders and community members in the South Bronx, the Lower East Side and Williamsburg to address the causes of sexual violence, so that we can change the conditions that allow sexual violence to exist in relationships, families and communities.

We need your help!

For more information or to get involved contact: envision@nycagainstrape.org; 212.229.0345.
www.nycagainstrape.org/programs_prevention.html



New York City Alliance Against Sexual Assault

Project ENVISION

A CITY WITHOUT SEXUAL VIOLENCE: COMMUNITY RESEARCH SUMMARY

11/21/11 • 11/20/16
WILLIAMSBURG
 2009

In 2009, the Alliance, in conjunction with community stakeholders, conducted action-research on sexual violence prevention in three communities. In Williamsburg, Brooklyn, a community coalition comprised of local service providers, rape crisis advocates, parents, educators and activists, are using the data to develop effective solutions for preventing sexual violence in their community.

Sexual violence is any completed or attempted sexual act against a person's will or against a person unable to give consent. Sexual violence encompasses a continuum of acts, ranging from unwanted sexual comments or advances to completed rape. Sexual violence is a public health problem and a human rights issue that can be prevented.

THE RESEARCH EXPLORED:

- 1 Is sexual violence a problem in Williamsburg?
- 2 What are the most common forms of sexual violence in the community?
- 3 What are the root causes of sexual violence?
- 4 How can we prevent sexual violence in the community?
- 5 What are the characteristics of the community that can support sexual violence prevention?

1 Is sexual violence a problem in the community?

Have you experienced sexual violence...	Do you know someone who has experienced sexual violence?	Do you think sexual violence is a problem in Williamsburg?
...before the age of 15? 34% ¹	34% no	33% no
...after the age of 15? 48%	62% ² yes	44% ² yes
...perpetrated by a partner or spouse? 21%	4% don't know	23% don't know
...perpetrated in the workplace? 23%		

Data was gathered using participatory action research (PAR) methods, including focus groups and street-intercept surveys. PAR methods emphasize meaningful community engagement in all phases of the research. A total of 191 community members participated in the research: 119 completed street surveys and 72 participated in focus groups. Data does not reflect a representative sample of the community, rather, a combination of both random and participant-driven, snowball sampling methods. For additional information on research questions, sampling methods, demographic data and a complete report coming soon, visit: www.svfreenc.org.

1) Here, % represents the percentage of the 67 focus group participants who completed scope surveys
 2) Here, % represents the percentage of 119 street surveys respondents



New York City Alliance
Against Sexual Assault

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FOR OUTSTANDING PERFORMANCE AND LASTING CONTRIBUTION TO
EMS DESIGNATION OF SAFE CENTERS IN NYC

AWARDED: NOVEMBER 20, 2008

Harriet Leszel

HARRIET LESSEL, EXECUTIVE DIRECTOR

