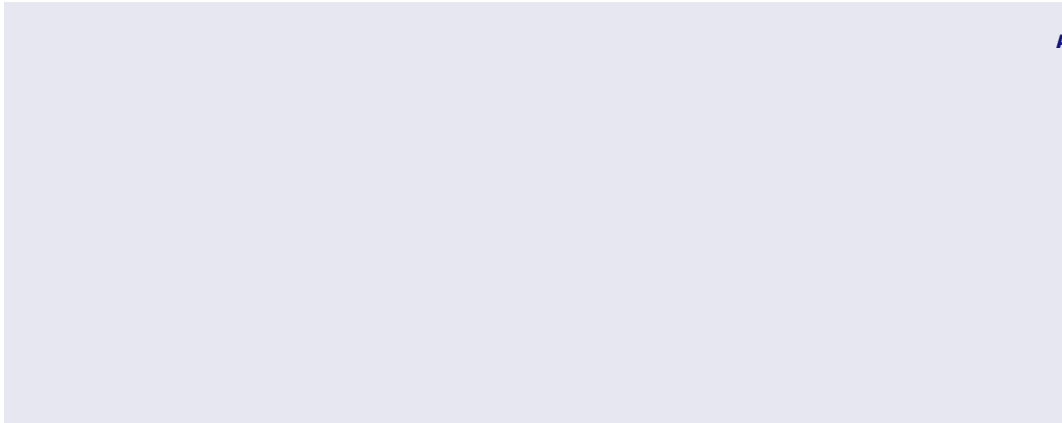


# Unblurring the lines of sexual consent with a college student-driven sexual consent education campaign

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A C

afe e o er ime.<sup>12</sup> Effor ha pro ide repea ed e po re o cri cal ed ca ional me age o er a ignifican period of ime are h impor an for end ring effec .

### The campaign

The Define Yo r Line campaign, a h crea ed and implemen ed b S ndergrad a e den and fac S member a a large, p blic o h- e ern ni er i S- i h he goal of “ nbl rring he line ” of e al con en hro gh peer- o-peer and media ed me aging. The campaign’ effec i ene o impro e college den ’ e al con en nder anding- a a e ed- i h hree online r- e S q e ionnaire di rib ed o he ni er i S ndergrad a e den pop la ion before, d ring, and af er he campaign’ implemen a ion o er o con ec i e academic me er in 2015. The re archer al o rked clo el S- i h ni er i S admini ra ion in he planning and implemen a ion of he campaign o en re here- ere no an S o her large- cale effor on camp rela ed o hi i e ha o ld ha e co-occ rred- i h he campaign.

The campaign’ main ra eg S- a o genera e an open and engaging “camp ide con er a ion” abo e al con en among ndergrad a e den b S ga hering and di pla Sing q e ion and re pon e po ed b S o her den abo opic ch a e al con en mi - concep ion , da ing e pec a ion , and gender or e al ereq Spe . An ndergrad a e den ad i or S board a crea ed o a i i h campaign de lopmen and e ec ion. All of he in- per on and online con er a ion and me aging- a led b S den repre en a i e from he ad i or S board, nder he g idance and a i ance of appropria e aff and fac S member , incl ding he primar S re archer . The board incl ded appo ima el S 25–30 ndergrad a e den hro gh he campaign ha repre en ed ario den gro p on camp (e.g., radi ional den , a hle e , orori S and fra erni S member , Ga S raigh Alliance member ).

Mo of he campaign me age- ere in erac i e. S - den campaign repre en a i e , for e ample, e p able aro nd camp and in i ed o her den pa ing b S o confiden ial S fill o card i h heir q e ion and o an- er o her den ’ q e ion . S den co ld al o anon Smo y S an- er and po e q e ion on he campaign’ eb i e and in erac i h me age on he campaign’ ocia media page . Po er , able en , b ign , and o her promo ional ma erial- ere placed aro nd camp o enhance- arene and reach. The promo ional ma erial incl ded q e ion and re pon e ha addre ed common mi concep ion and ereq Spe rela ed o e al con en in e- po i i e, non- j dgmen al one .

Se al a a l pre en ion effor ha incl de peer- o-peer comm nica ion and comba e al ereq Spe and mi concep ion he- promi e in engaging college - den e pecial S hi orical S hard- o-reach den , ch a college men and ocia orori S and fra erni S member .<sup>13</sup> College men are more likel S han college- omen o perpe ra e e al a a l.<sup>14</sup> hold rape ppor i e a i- de ,<sup>15</sup> and mi percei e a par ner’ e al in en .<sup>16,17</sup> College den ho are member of a ni er i S-affili- a ed ocia fra erni S or orori S are more likel S o be perpe ra or and r i or of e al a a l, re pec i el S, han nonmember .<sup>18,19</sup>

College men and orori S and fra erni S member ha e e- pre ed concern ha e al a a l pre en ion

completion of the questionnaire, b  
niger j S email address o confi  
heSm provide a

scale. The correlation coefficient was .50. Mean and standard deviation are based on inclusion of eight core. Estimated marginal mean and standard error are reported for final analysis and also based on eight data.

Eight items were adapted from Humphreys and Broome's Social Connection Scale-Revised<sup>22</sup> to create a scale assessing participant's position in the relationship before engaging in sexual activity. Participant were asked to indicate their agreement with the item on a 5-point Likert scale (1 = Strongly Disagree and 5 = Strongly Agree). Example item included "I feel comfortable holding a condom before hearing of an sexual activity" and "Before making sexual advance, I think I have held a condom in my hand here in clear indication to proceed."

Eight additional items from Humphreys and Broome's Social Connection Scale-Revised<sup>22</sup> were adapted to create a scale assessing participant's perceived behavioral control to obtain condom from a partner. Participant were asked to indicate their agreement with the item on a 5-point Likert scale (1 = Strongly Disagree and 5 = Strongly Agree). Relevant item were recoded to a higher score to a greater perception of behavioral control. Example item included "I would have difficulty asking for condom before having sex with someone because of my mood" and "I feel confident I could ask for condom from a new sexual partner."

Five items were adapted from Healey's Social Connection-Related Behavior Intention Scale<sup>23</sup> to create a scale assessing how likely a participant would be to ask for condom prior to sexual activity and to use condom if condom are provided or if a partner is available. Participant were asked to indicate their agreement on a 5-point Likert scale (1 = Very Unlikely and 5 = Very Likely). Example item included "I will ask my partner for condom before engaging in sexual activity" and "I will use condom if my partner asks me to."

obtain equal concern [member hip:  $F(2, 1034) = 9.72$ ,  $< .001$ ; gender:  $F(2, 1034) = 4.70$ ,  $< .01$ ], and accurate "clear" equal a a l identification [member hip:  $F(2, 1038) = 9.11$ ,  $< .001$ ; gender:  $F(2, 1038) = 10.80$ ,  $< .001$ ]. The interaction of orori S/fra erni S membership and ime- a a l o a significant predictor of perceived behavioral control obtain equal concern,  $F(2, 1039) = 3.44$ ,  $< .05$ , and accurate "gre S" equal a a l identification,  $F(2, 1038) = 4.70$ ,  $< .01$ .

Po-hoc analyses revealed ha orori S and fra erni S

predators perpetrate or make possible a small minority of the college population, and these are often repeat offenders.<sup>24</sup> Unfortunately, these perpetrators can often go undetected elsewhere as they may be perceived as acting according to (albeit dangerous) cultural norms. This campaign's goal is to enlighten the rest of the undergraduate population about the importance of communicating clearly with their soror partner and having equal boundaries respected, which would contribute to healthier cultural norms.

18. Fo ber JD, Bro i MW, Bannon RS. Pornograph S i- ing among fra erni S men: Effec on p S ander in er en ion, rape m S h accep ance and beha ioral in en o commi e al a a l.

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