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Evaluating posters advertising sexual assault education on campus

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**Project title: Evaluating posters advertising sexual assault education on campus
(REB #18-004)**

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Summary of Results

In winter of 2018, we conducted an online survey study asking participants to provide feedback on six (6) posters for the EAAA/Flip the Script sexual assault resistance program. These posters were selected and revised based on results of a focus group study (see above).

The majority of participants said that this programming would be relevant to their friends and themselves. When asked what factors were most likely to motivate women to sign up for the program, the top factors listed were verbal and physical self-defence instruction, developing self-confidence to deal with future assaults, and learning to detect abusive and coercive behaviours.

Participants liked posters that had messaging about self-defence or empowerment, were clear and concise, and were obviously an advertisement for a workshop. Many participants commented on the aesthetics of the posters as a motivating factor (e.g., if the participant liked the visual style of the poster, they were more likely to rate it as effective). Some participants were liked posters that appeared to be inclusive of LGBTQ+ individuals.

Ratings of participants' most and least favorite and most and least effective posters were compared. Four posters with the highest most to least favourite and most to least attractive ratios were selected as most likely to appeal to and motivate a diverse range of women students to sign up for the program. These posters were also revised slightly based on other feedback provided in the surveys. The resulting posters, along with a summary of recommendations from this research, will be shared with individuals implementing the program at this and other postsecondary institutions.