

Efficacy Study Demonstrates Impact of EVERFI's Online Sexual Assault Prevention Program for Incoming College Students

Sexual assault remains one of the most pernicious challenges facing colleges and universities. While there has been considerable focus on how these incidents should be handled after they occur, there is also increased pressure for campuses to utilize evidence-based best practices for prevention.

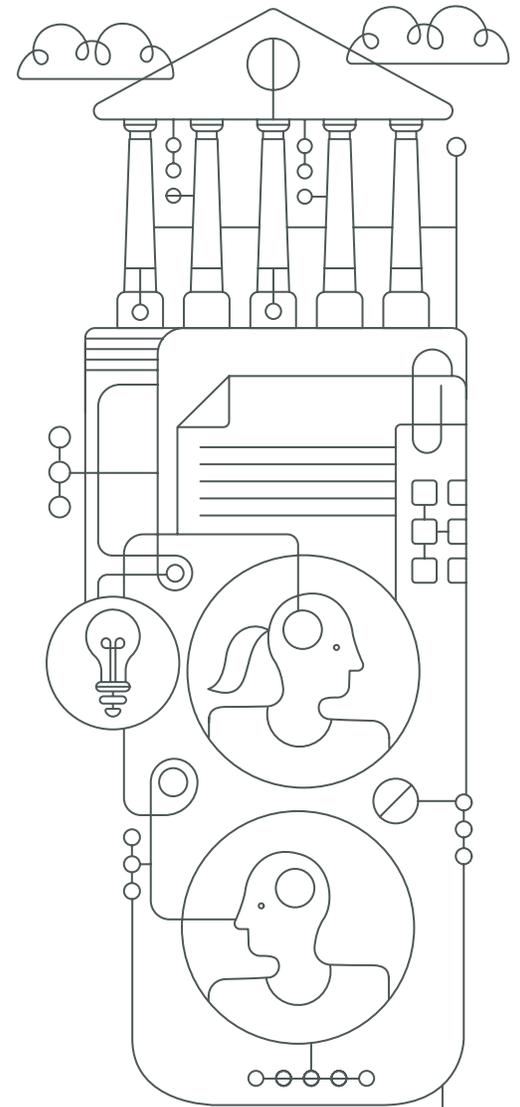
This study examines the impact of EVERFI's online sexual violence prevention course for incoming college students. Data for the study came from pre- and post-course surveys, where students reported their level of agreement or disagreement with attitudinal, self-efficacy, and behavioral intention items in the following categories: **Intervention Ability and Intent, Perceptions of Social Norms, Empathy and Support for Victims, and Belief in Sexual Assault Myths.**

The study sample (n=167,000) was limited to learners who identified as "first-year" college students and provided complete pre- and post-survey responses from 80 institutions with sufficient student sample sizes and adequate implementation of the program. In terms of **Intervention Ability and Intent**—a widely recognized best practice for sexual assault prevention—98% of schools saw a statistically significant increase in their student responses. Most institutions (75%) showed a significant increase in the percentage of students with accurate **Perceptions of Social Norms**. This is a noteworthy finding given the importance of perceived norms in supporting healthy, positive behaviors. In addition to the demonstrated improvements in bystander intervention and social norms, 84% of schools saw significant increases in their students' **Empathy and Support for Victims**. Most schools had very positive baseline scores around **Belief in Sexual Assault Myths**, thus only 34% showed significant pre-post improvements in this category.

This study provides compelling evidence that EVERFI's online sexual assault prevention course fosters accurate perceptions of positive social norms, increases empathy and support for survivors, and increases students' ability and intention to intervene to prevent sexual assault and relationship violence. When used for all incoming students, this program can contribute to an elevated foundation of understanding and skills, with data insights to inform and enhance ongoing prevention initiatives.

The full study can be accessed at no cost from the Journal of Interpersonal Violence.

Zapp D., Buelow R., Soutiea L., Berkowitz A., & DeJong W. (2018). Exploring the potential campus-level impact of online universal sexual assault prevention education. *Journal of Interpersonal Violence*, 0886260518762449.



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80 four-year
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norm perceptions (75%)