

Violence Prevention With the Greek Community

Peer education creates change

Campus Advocacy, Resources & Education (CARE) offers free confidential advocacy to students, staff, and faculty impacted by dating/ domestic violence, sexual assault, or stalking. CARE advocates provide services with an affirming, empowering, and caring approach to explore all options and resources.

CARE also develops and facilitates primary prevention education for the broader campus community on topics of violence in our community and how to prevent and respond to violence.

Through a collaboration with Office of Student Life and self-identified student leaders, CARE developed a new peer education model. It provided ongoing consent education to fraternity and sorority members as part of their organization's standards of excellence requirement.

Five CARE student peers joined five community leaders and participated in in-depth training on sexual assault and consent facilitation. The peers then led 26 presentations throughout the academic year.

Participation Data

A total of 2,007 students attended "Pillow Talk," which constitutes 77% of the total fraternity and sorority population.

After participating:

- 94% increased their understanding of consent
- 96% increased their understanding of how harmful social norms create environments that tolerate sexual violence
- 94% felt more likely to talk to their peers about the role of consent in creating communities free of violence
- 96% acquired tools for having healthy communication in sexual relationships



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'Pillow Talk' Testimonials

"The presentation was very thorough, but in a concise way. I really enjoyed it. They made the environment open and comfortable."

"It was a really strong presentation and I loved the fact that there was a balance between a CARE staff and a Greek member."

"This has been the best CARE workshop I've been to. The topics were presented clearly and in a fun way!"