Domestic violence and sexual assault should never be ignored. It's time we all speak out to stop the violence. No more excuses. No more silence. No more violence.

@endviolenceswpa
southwestpasaysnomore.org

2018–19: A Year of Taking Action
SOUTHWEST PA SAYS NO MORE
we’ve witnessed dramatic changes in awareness about the seriousness and pervasiveness of domestic violence and sexual assault. Several months ago, we asked men in our region about gender-based violence. We learned that these issues are personal to most men, and they realize they have an important role to play in preventing violence and harassment against women.

This is excellent news! At Southwest PA Says No More, we believe that most men are against violence and abuse against women and want to be allies in creating safe, respectful relationships and preventing gender-based violence - but they don’t know how. Awareness is essential, but it doesn’t automatically translate into action. People need help identifying how they can have a role in stopping abuse.

This report highlights all the ways Southwest PA Says No More and our network of partners are inviting men to join women in taking action to prevent sexual assault and domestic violence and how men are stepping up within our region.

Our initiative has expanded to other neighborhoods, too! Featured on our cover, Oakland Says No More celebrated its launch this year with a variety of activities with business and community leaders, including this poster series.

*Cover image: Oakland business leaders stepped up to Say NO MORE in a poster campaign organized by the Oakland Business Improvement District. The posters appeared on store fronts and buildings in the Central Oakland business district.
We acknowledge the tireless work of our partner organizations.

4TH ANNUAL CEO BREAKFAST
March 2018

More than 60 corporate leaders gathered for the Fourth Annual Corporate Leadership Breakfast to prevent violence against women and girls. Richard Harshman, president and CEO of ATI; Kevin McMahon, president and CEO of the Pittsburgh Cultural Trust; Greg Peaslee, senior vice president and chief administrative officer for UPMC; and Dan Rooney, coaching assistant for the Pittsburgh Steelers were among the presenters. Special guests Coach Mike Collodi and student athlete Zach Benedek of Elizabeth Forward High School also spoke about the team’s successful implementation of Coaching Boys Into Men.
JACKSON KATZ
GENDER VIOLENCE
LEADERSHIP TRAINING
March 6 and 7, 2018

More than 150 people convened at Rodef Shalom for Men and Women Working Together: Confronting Sexual Harassment and Promoting Respect, a workshop led by Dr. Jackson Katz. Dr. Katz is an internationally recognized educator, author, filmmaker and activist, and a founding architect of the bystander approach to prevention. This session focused on ending harassment and promoting respect in the workplace.

Dr. Jackson Katz also led an exclusive session for 40 executives, HR professionals, government officials and decision-makers. This in-depth training taught professionals to think beyond compliance and focus on creating healthy and productive work environments.

NO MORE K-12 CAMPAIGN
May 2018

While the #MeToo movement has focused on sexual harassment in the workplace, it begins much earlier. The NO MORE K-12 video series amplifies the voices of local high school students, describing serious and pervasive sexual harassment they witness at school. The series was filmed and produced by award-winning artist Njaimeh Njie, photographer, filmmaker and multimedia producer.
FATHER’S DAY PLEDGE
AT U.S. STEEL TOWER PLAZA

June 2018

Part of a statewide campaign with Pennsylvania Coalition Against Domestic Violence (PCADV), the Father’s Day Pledge is an annual tradition in which business and community members commit to ending violence. At the fourth annual ceremony, 30 leaders took the stage at U.S. Steel Tower Plaza to state how they are taking action to end domestic violence and sexual assault.

- Over 200 business leaders and community members filled U.S. Steel Tower Plaza to sign the pledge and say No More.
- Ernst & Young LLC and Koppers employees wore matching T-shirts to show their support.
- Nearly 3,500 people in SWPA have signed the Father’s Day Pledge online.

Mayor Peduto joined in signing the pledge.
Oakland Says No More is a new collaboration with Oakland Business Improvement District and Pittsburgh Action Against Rape.

- Oakland business leaders participated in a poster campaign to launch Oakland Says No More. The series includes Avenu, Fuel and Fuddle, Massaro Properties LLC, Hieber’s Pharmacy, Carlow University, Primanti’s Bros. Restaurant, University of Pittsburgh Police and Sushi Fuku/Fuku Tea.

- Oakland Says No More also hosted its first Father’s Day Pledge event in the heart of Central Oakland’s business district. This public outdoor event featured Father’s Day Pledge signings and Oakland leadership guest speakers.

- Oakland bars and restaurants received training through PAAR’s Project Last Call to prevent sexual harassment and assault.

Domestic violence and sexual assault should never be ignored. It’s time we all speak out to stop the violence. No more excuses. No more silence. No more violence.

@endviolenceswpa

October 2018 to present

Dating Matters: Strategies to Promote Healthy Teen Relationships is a comprehensive teen dating violence prevention model developed by the Centers for Disease Control (CDC) to stop teen dating violence before it starts. The evidence-based program includes prevention strategies for individuals, peers, families, schools, and neighborhoods.

This year, attendees at the in-person training sessions focused on teaching 11-14-year-olds healthy relationship skills and reducing behaviors that increase the risk for dating violence.
Coaching Boys Into Men (CBIM) is an evidence-based program that gives high school coaches the tools to talk to their athletes about building safe, healthy relationships. Through interactive training sessions, CBIM engages athletes to model respectful behaviors for their peers.

In 2018, 283 coaches implemented the program for 1,832 athletes representing 63 teams in 31 schools and 3 community programs in Southwestern Pennsylvania.

- CBIM Training Summit at PNC Park – April 7, 2018
  - The Pittsburgh Pirates welcomed 100+ coaches, athletic directors, partners, and student athletes to PNC Park for a Coaching Boys Into Men Training Summit. Tony Porter, an author, activist and co-founder of A CALL TO MEN, was the keynote speaker.

- 2nd Annual CBIM Training at Steelers Training Camp – August 1, 2018
  - The Pittsburgh Steelers hosted its 2nd annual Coaching Boys Into Men Summit at Steelers Training Camp. Over 70 coaches, athletic directors, school administrators and students participated.

- Shining the spotlight on CBIM
  - Twelve Coaching Boys Into Men MVP coaches and athletes were featured in a new campaign in the Pittsburgh Post-Gazette and PG NewSlide.
  - Coach’s Play-by-Play debuted its premiere issue this year. The dedicated newsletter offers helpful tips and best practices for coaches.
The national conversations on sexual harassment and assault have exploded since the #MeToo movement began. Southwest PA Says No More wanted to know what local men think about gender-based violence a year into the movement. The public poll was conducted by Change Research, a public benefit corporation. More than 1,300 men, 671 in a 10-county area of Southwestern Pennsylvania and 633 nationally, were interviewed.

Some of the key local findings include:

- 74% report that someone close to them has experienced harassment or abuse.
- Only half of men report that their employer has taken steps to address sexual harassment or abuse, though most think they should.
- Last year 20% of men told someone that a comment or joke they made about women was inappropriate.

90% of men believe they have an important role to play in prevention. If each took a small step to put their commitment into action, a great deal of sexual harassment, sexual assault and domestic violence could be prevented.
MORE HAPPENINGS

Making Research Relevant
November 29, 2018
Children’s Hospital of Pittsburgh of UPMC and Southwest PA Says No More co-hosted Making Research Relevant: Researchers & Practitioners Dialogue About Emerging Data on Gender-Based Violence.

Over 80 partners and supporters joined together to get insight on the CHP Adolescent Medicine research team’s preliminary, unpublished findings from research studies related to the prevention of sexual harassment, assault, and relationship abuse.

Words Matter: How language, context, and content can affect public bias about sexual assault
December 6, 2018

Sexual violence is a complex topic and can be even more difficult for the public to understand. Southwest Pa Says No More hosted sexual violence training expert, Kristen Houser of National Sexual Violence Resource Center and Pennsylvania Coalition Against Rape. In the workshop for journalists, Ms. Houser examined how language, context and expert content can advance public understanding of this serious crime.

The program was co-sponsored by FISA Foundation/SWPA Says No More, NSVRC, Women’s Press Club, Society for Professional Journalists, Online News Association and NLGJA Pittsburgh.

#MeTooPA
January 2019

Thanks to Women’s Law Project’s #MeTooPA, students and low-wage workers in Pennsylvania who are victims of sexual harassment or assault have access to a free and confidential helpline for assistance.

Contact #MeTooPA by calling 412-281-2892 or email MeTooPA@womenslawproject.org

Stories from the Sanctuary
February 2019

Faith leaders gathered at Pittsburgh Theological Seminary for “Stories from the Sanctuary: enhancing skills in providing care to those affected by domestic and sexual violence.” Pastors shared their stories and a panel of respondents shared strategies for responding with compassion and skill.

Voices in Prevention II
This year, with even more participants, the Voices in Prevention Project joined Instagram. Thanks to everyone who is lending their voice to this important work.
We all deserve to live in a world free from violence.

– Paul Mulbah, UPMC Children’s Hospital of Pittsburgh

Domestic violence and sexual assault are preventable. What will you do?