



Borough of State College
"A Home Rule Municipality"

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On September 18, 2014 the State College Police Department participated in a conference call with the Vice President of the United States Joe Biden regarding the launching on the "It's On Us" Public Awareness Campaign to help prevent sexual assaults on campuses and in college communities. Below is a portion of the federal government's release regarding this new campaign. You can get more information at www.itsonus.org

FACT SHEET: Launch of the "It's On Us" Public Awareness Campaign to Help Prevent Campus Sexual Assault

Since the beginning of this Administration, the President and Vice President have made it a priority to root out sexual violence wherever it exists, especially in our nation's schools. In April 2011, Vice President Biden and the Secretary of Education, Arne Duncan, introduced [comprehensive guidance](#) to help colleges and universities nationwide better understand their obligations under federal civil rights laws to prevent and respond to sexual assault on campus.

Building on those efforts, in January 2014, the President and Vice President established the White House Task Force to Protect Students from Sexual Assault. The Task Force has since worked to assist schools in preventing sexual assault and to provide practical tools to help. Today's announcement is a critical part of the Administration's work to prevent sexual assault, but it is not the final step. Our efforts to improve enforcement, transparency, and accountability will continue.

Launching "It's On Us"

In April, after 27 listening sessions with stakeholders across the country, the Task Force launched the [1is2many PSA](#) aimed at spreading the word that one victim is too many and released the ["Not Alone" report](#) to help empower and equip student and administrative bodies to better understand and more effectively tackle the issue. The report included action steps, recommendations, and best practices in four key areas:

- (1) Identifying the scope of the problem through campus climate surveys**
- (2) Preventing campus sexual assault and engaging men**
- (3) Helping schools respond effectively when a student is assaulted**
- (4) Improving, and making more transparent, the federal government's enforcement efforts**

Today, to advance the goal of preventing sexual assault, the President and Vice President will unveil a new public awareness and education campaign: “It’s On Us.” The campaign seeks to engage college students and all members of campus communities in preventing sexual assault in the first place. The campaign is being launched in partnership with the Center for American Progress’ Generation Progress, along with student body leadership from nearly 200 colleges and universities across the country, collegiate sports organizations such as the NCAA, and private companies that have strong connections with students at colleges and universities.

“It’s On Us” aims to fundamentally shift the way we think about sexual assault, by inspiring everyone to see it as their responsibility to do something, big or small, to prevent it. The campaign reflects the belief that sexual assault isn’t just an issue involving a crime committed by a perpetrator against a victim, but one in which the rest of us also have a role to play. We are committed to creating an environment - be it a dorm room, a party, a bar or club, or the greater college campus - where sexual assault is unacceptable and survivors are supported. This effort will support student-led efforts already underway across the country, and will focus particularly on motivating college men to get involved.

Most men are not comfortable with violence against women, but often don’t speak out because they believe that other men accept this behavior. By getting men involved, we can change this way of thinking and create new social norms. Research shows that bystander intervention can be an effective way of stopping sexual assault before it happens, as bystanders play a key role in preventing, discouraging, and/or intervening when an act of violence has the potential to occur. As the [latest CDC report](#) on preventing campus sexual violence shows, wide-ranging, population-based strategies like bystander intervention - which address individual, community, campus, and societal-level factors - have the greatest potential to effect positive and meaningful change. Bystander education and training aims to heighten awareness, challenge social norms, decrease misperceptions about sexual assault, and provide skills that increase one’s confidence to intervene effectively.