

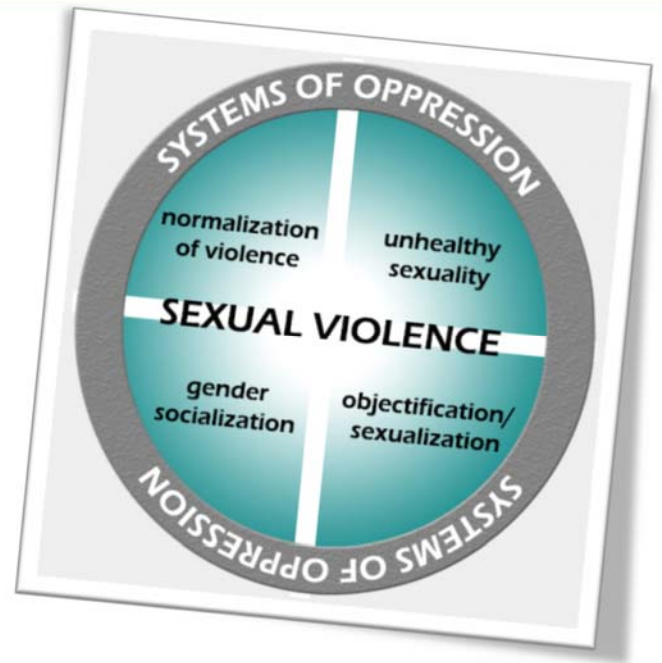
# Social Norms

That Contribute to Sexual Violence

Sexual violence is a complex social problem, requiring an equally dynamic plan to affect change. One theory on how to prevent violence is to impact social norms that are believed to contribute to the problem. Social norms are the cultural attitudes, values, and beliefs promote sexual violence.

After a review of existing research, we have identified four key norms that are relevant and timely for sexual assault prevention in Wisconsin: **gender socialization**; **objectification and sexualization**; **normalization of violence and power**; **limited concepts of health & sexuality**. Recognizing that **systems of oppression** reinforce these norms, we aim to address the ways privilege, power, and entitlement contribute to all of the norms.

These toolkits can be used to identify tools, resources and activities to address these norms in your community. You can find more information about the norms and other prevention efforts by visiting the WCASA website.

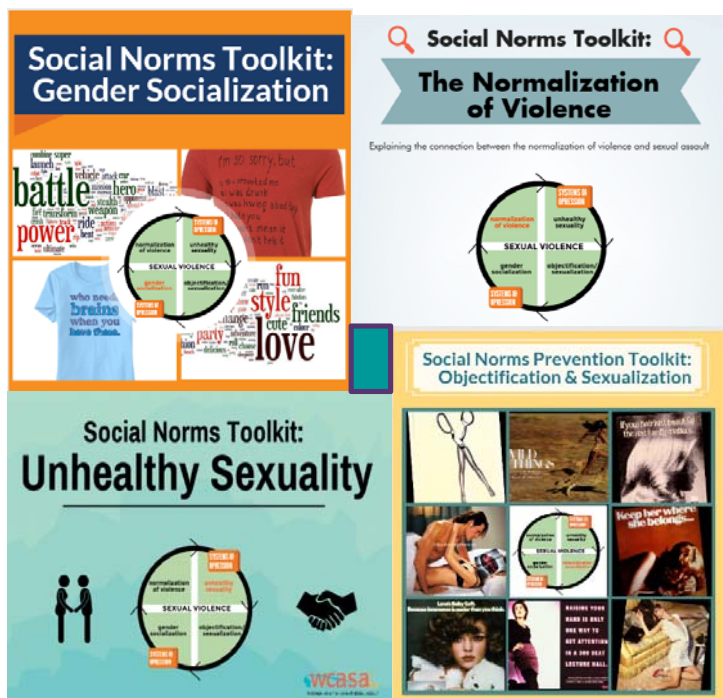


FOR MORE INFORMATION:



WISCONSIN COALITION AGAINST SEXUAL ASSAULT

[www.wcasa.org](http://www.wcasa.org)



Gender Socialization

Normalization of Violence

Objectification & Sexualization

Unhealthy Sexuality