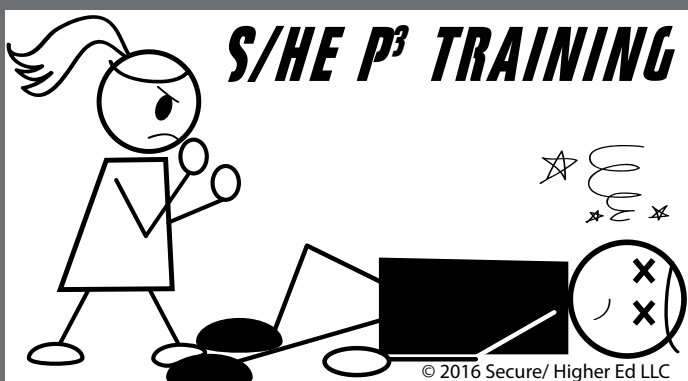




EVIDENCE-BASED PROGRAMS ON THE PREVENTION  
OF DATING VIOLENCE, DOMESTIC ABUSE, SEXUAL  
HARASSMENT, AND SEXUAL VIOLENCE.



# A Tiny Sample of What Parents Say About S/HE Programs

1. What did you think of the P<sup>3</sup> training?

I loved it. All such valuable information that I feel like cannot be shown or talked about enough.

Very informative - great specifics

AMAZING AMAZING

AMAZING

loved it!

awesome!

excellent

Great info! so specific.

It was very helpful

1. What did you think of the P<sup>3</sup> training?

great! Easy "moves" for the girls to learn. Not too complicated for them.

Very informative + age appropriate

Awesome, so appropriate, well run, great messages

Very useful - on their level - great way to start/continue the conversation.

I really enjoyed getting up inbetween facts (which open your eyes to problems) I really liked this & I feel safer.

Extremely informative & useful.

LOVED IT!

It was very interesting and helpful.

It was extremely informative and fun

What do you think about **P<sup>3</sup>** Training?

# ***S/HE P<sup>3</sup> TRAINING***

**P<sup>3</sup>**

combines situational awareness and substance abuse education with unique self-defense measures designed specifically for the most common sexual assault situations encountered by girls.



*Photo: Ashley Hodge, The Gazette Virginian*

## **Empirically Proven Effective and Fun:**



100% of parents report their child had fun



100% of parents report post-training changes in behavior that keep their child safer



100% of participants commit to avoid victim blaming and support sexual assault survivors



New England Journal of Medicine study: situational awareness + self defense reduced rape by 1/2 and attempted rape by 2/3 over control group.

# ***PARENTS, PEERS, PROFESSIONALS***

# BROTHER BROTHER<sup>2</sup>

**Brother<sup>2</sup>Brother** is the boys' version of the P<sup>3</sup> program. While both the P<sup>3</sup> and B<sup>2</sup>B programs teach the same basic curriculum, the focus and messaging in B<sup>2</sup>B is geared toward the situations that pose the greatest threats to boys, particularly as they become young men, and the strategies needed to avoid and, where necessary, defuse those situations.



Like P<sup>3</sup>, the B<sup>2</sup>B curriculum is interspersed with a series of drills designed to help students protect themselves and others in the most extreme situations, such as active shooter, physical assault, and sexual assault. As with P<sup>3</sup>, we strive to talk to B<sup>2</sup>B students, not at them, with a sincere interest in their future success and well-being.

**Make good young men better.**

# Research Based / Empirically Proven

**S/HE Programs are based on the latest sociological, psychological, and criminological research and continually tested for effectiveness.**

## What the Experts Say



"Our fraternity has reviewed many sexual assault programs, and this program was far and away the best we have seen. It is the most relevant to young men, the most engaging, the most thoughtful, and the most effective in providing good men with the tools they need to be better."

*Patrick McGowan, Executive Director, Acacia Fraternity*

"The P<sup>3</sup> training program is an evidence-based solution to sexual assault and dating violence."

*Jodi O'Brien, Fmr. Director of Women's Studies Programs,  
Seattle University*



"One reason the S/HE P<sup>3</sup> program makes parents feel empowered and more confident is that it recognizes the children's humanity, and that they will make mistakes. Every parent has watched their child do something right after being told not to do it. S/HE P<sup>3</sup> gives a child layers of protection through very specific strategies to avoid the most common predatory situations, escape them if they happen, and fight back if all else fails."

*Dr. Michelle Bassichis, M.D.*

**"The P<sup>3</sup> training program is an evidence-based solution to sexual assault and dating violence."**



# What The Media Say...



**"The P<sup>3</sup> program uses data from behavioral research mixed with physical tactics to train people, with the mission to leave them feeling empowered."**

*Becky Freemal  
WFXR News*

**"Great story!"**

*Bill Wadell  
Good Morning Virginia*



**"Really great!  
Secure/ Higher Ed."**

*Heather Hayes  
FOX4 News*

**"The "P<sup>3</sup>" training program was developed by teachers, doctors, Title IX coordinators, attorneys and martial arts instructors who hoped to make children a harder target for sexual predators."**

*Bridget Graf  
Dallas Morning News*

**dallasnews.com**  
The Dallas Morning News

**See more media reports at:  
[www.securehighered.com/news](http://www.securehighered.com/news)**

# What Our Hosts Say...



*National Charity League, Inc.*  
*Mothers AND Daughters SERVING COMMUNITIES Together*

“Our National Charity League members thoroughly enjoyed the S/HE P<sup>3</sup> training and we highly recommend it to others. That any program would receive such a positive response is impressive, but considering the subject matter is sexual assault, it is simply astounding that the S/HE P<sup>3</sup> program would engender such universally positive reactions.”  
*Ann Killian, NCL Parent Leader*



“The lessons S/HE shared with our kids are extremely important. Our Scouts really enjoyed the presentation and were very engaged with the material. They learned a lot and it will help them in life.”

*Dr. Lauren Ortega, M.D., Girl Scout Troop Leader*



“Your event was extremely well-organized, crisply run, and greatly appreciated by all attendees. S/HE's trainers were highly accomplished, competent, skilled, and professional.”

*Jermaine Boyer, Health & Wellness Director, WR YMCA*



“You could see in the face of every girl attending that they enjoyed the program, were engaged and felt more confident.”

*Mackenna Conway, Store Manager, ivivva North Park*

**“...we highly recommend it to others.”**

*Halifax County High School*

# Why Is Self-Defense Part of the *P<sup>3</sup>* Curriculum?



Learning interspersed with physical activity is empirically proven to increase content retention.



Hands on force is the most common method of abducting children, and adult intervention is rare. Children who fight and scream are more likely to escape/receive help.



Students say situational awareness made them feel “empowered” with self-defense; “scared” without.



Most women attempt to resist a rape, but few know how to do so effectively. 86% of women who resist rape with violent force escape unharmed, and 50% of women who resist rape with violent language escape unharmed.



 **It's fun!** 

See some of our self-defense techniques through this special link:  
[www.securehighered.com/p3-training-preview](http://www.securehighered.com/p3-training-preview)



# WHY?

## Why Doesn't B<sup>2</sup>B Teach Only About Sexual Assault?

Young men tune out the vast majority of sexual assault education programs. What they hear – irrespective of what is being said – is “You are a bunch of rapists. Stop raping.” These programs are completely ineffective.

S/HE uses proven principles of social psychology to create receptivity to the message, and gives young men the incentives to respect – and the tools to protect – others.

## Why Can't S/HE Just Teach Men to Stop Raping?

The success rate in detention facilities devoted to rehabilitation of juveniles is dismal, where the staff have total control over the residents' lives. The idea that a sexual assault program can reform a bad person is unrealistic. But it can make good men better.

## Why Does S/HE Talk About Alcohol Equivalencies?

Alcohol is the rapist's weapon of choice, and in many cases, the rapist is also inebriated (though this is not an excuse). Without education, a naïve drinker has no idea that one cup of 50% ABV punch is the equivalent to 11 beers or 11 shots – until it's too late.



**Alcohol is the rapist's weapon of choice...**

# About Secure/Higher Ed



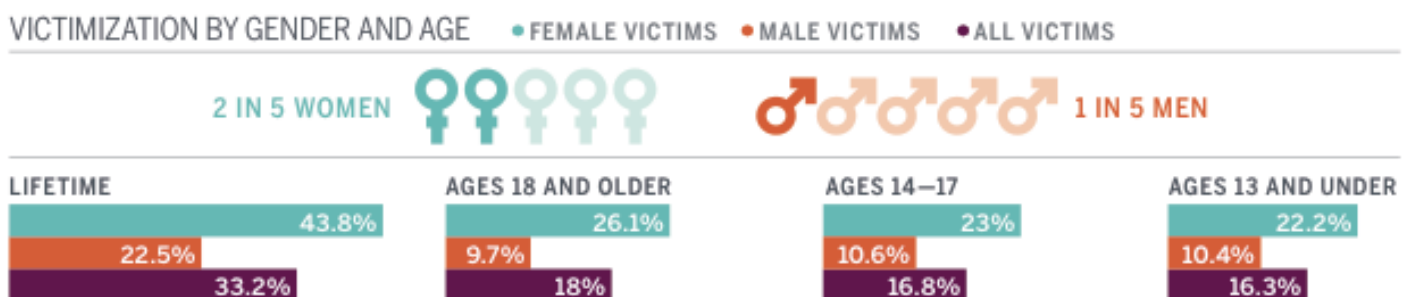
**Secure/ Higher Ed** principals and consultants are professionals with sexual and relationship violence experience through the fields of psychology, offender treatment and incarceration, law, medicine, law enforcement, Title IX and sexual harassment investigation, education, martial arts, empirical research, toxicology, and survivor advocacy.

Secure/ Higher Ed was created with a singular goal: find a way – any way – to reduce the sexual and relationship violence epidemic. After years of research directed at a multitude of possible solutions, it became clear that training students (and when possible their parents) offered the best hope for a reduction in sexual assault and relationship violence.

## The Need for solutions is greater than ever:

 The average age of child kidnapped for sex trafficking: 11

 Too many girls and boys are sexually assaulted:



# How Did The *P<sup>3</sup>* Training Make You Feel?

## The Student Pledge

I promise that if my friend or relative tells me S/HE was sexually assaulted, I will tell that person in response that I believe you and I love you. I will say that it is not your fault. I will ask what S/HE wants me to do to help. I will recommend S/HE speak to a counselor trained in trauma recovery and a physician. I will seriously consider speaking to a counselor myself. I will not express doubt to that person. I will not blame that person for being sexually assaulted.

**AGREE**

**DISAGREE**

## The Parent Pledge

I promise that if my daughter/son ever tells me S/HE was sexually assaulted, I will tell her in response that I believe you and I love you. I will ask what S/HE wants me to do to help. I will recommend S/HE speak to a counselor trained in trauma recovery and a physician. I will seriously consider speaking to a counselor myself. But most of all, I will show love for my daughter/son.

**AGREE**

**DISAGREE**

concrete things to  
reference to.  
+ aware Empowered  
could defend myself

empowered  
Knowledgeable  
Prepared  
empowered  
informed and wanting  
conversation with my son  
Confident

confident

confident



“

*Secure/Higher Ed (S/HE) has developed and extensively tested an interactive curriculum and teaching technique that mirrors the guidelines set forth by the Virginia Department of Education.*

”

*Ashley Hodge, The Gazette Virginian*

For more information contact:  
Tal Franklin @ 214.321.3838  
tal@securehighered.com  
www.securehighered.com