



P³ Post-Training Report

White Rock YMCA, Dallas, Texas, April 17, 2016

Executive Summary

Secure/ Higher Ed (S/HE) conducted a free P³™ training of 140 people (girls ages 7-17 and their parents) at the White Rock YMCA on April 17, 2016. Registration needed to be closed on April 14, 2016 due to overwhelming demand, a lack of space, and the concern that the number of occupants would violate the fire code.

Following the event, S/HE surveyed the adult program participants concerning the training, the sponsorships, and other issues designed to effect social change that will protect people against sexual assault. The questions concerning the training were in part created using techniques in social psychology to reinforce the training and keep the participants safe. The survey results are summarized below and presented in detail later in this report.

Training Survey. Following the training, S/HE surveyed the parents to determine program effectiveness. Parents' survey responses were overwhelmingly positive:

- **100%** committed to change their behavior in ways that would keep themselves and their children safer
- **100%** said that their daughters had fun at the training
- **100%** gave highly positive responses when asked open-ended questions as to what they thought of the P³ training and how the training made them feel

The findings at the YMCA are consistent with survey results from other trainings. **We are aware of no other program or product that consistently obtains a 100% consumer satisfaction rating.** This result is particularly amazing given that the training is about avoiding sexual assault, a subject generally thought to be difficult to discuss.

In response to the first open-ended question about what they thought about the P³ training, parents responded with compliments like “awesome!”, “great!”, “amazing”, and “loved it!” Parents appreciated the educational aspect, noting that the program was “educational and fun”, “easy to understand”, and “effective”.

Other parents appreciated the format, which is designed to maintain maximum attention throughout the program: “Very practical and switched between lecture and hands on instruction to keep the girls’ attention”, “Excellent combination of technique and information”, and “I think its great you incorporated more than just physical defense”.

Parents appreciated the practical aspect of the program, noting it was “filled with real life situations that I and my daughter can apply a proactive response”, “good advice that makes sense”, and “relevant”. Parents also appreciated the frank discussions, saying that they thought the program was “honest”, and, for the older girls, “The talks on alcohol and abusive relationships were helpful”.

In terms of how the program made the respondent feel, “empowered” was the overwhelming response, with – perhaps surprisingly – “confident” and “safer” being

second and third. Even the two parents who felt uncomfortable with the subject matter also felt good about the program, one feeling “Uncomfortable – but I needed to feel that way to make changes” and the other feeling “scared *and* empowered”. Both of these parents answered “yes” to each of questions 3-8.

Sponsorship Survey. The sponsors are listed on the front of this report. S/HE tested both attitudinal and behavioral change. S/HE tested one of the most difficult behavioral changes possible: the hassle of changing banking relationships. S/HE tested purchasing behavior through the distribution of coupons, which can be empirically verified. S/HE also tested whether a program delivered at one fitness venue would impact purchasing attitudes concerning an arguably competing product. Finally, S/HE tested whether sponsorship improved community perception of a business where purchasing decisions are more heavily influenced by trust and quality service. The results for the sponsors were overwhelmingly positive:

- 87.9% more likely to shop at The Fresh Market
- 90.9% view Nancy Johnson Group more favorably
- 90.9% more likely to visit StrongestMom.com, participate in fitness trainings by StrongestMom.com, or purchase StrongestMom.com fitness videos
- 57.6% more likely to bank or apply for a loan at Veritex bank
- 97% commit to using The Fresh Market coupon S/HE provided
- Over 25% used The Fresh Market coupon within 24 hours of the training. The typical event return rate of The Fresh Market coupons is 2%.

Each sponsor examined the individual survey responses. **We know of no other sponsorship that produces these favorability ratings or results.** The results confirm that the good feelings engendered by the P³ training largely transfer to any organization hosting or sponsoring the training.

Pre-Event Marketing

In advance of this event, S/HE distributed 5,000 branded fliers delivered to the neighborhoods around the White Rock YMCA, arranged for an email to all parents at the highly prestigious Alcuin School from Head of School Walter Sorensen, obtained the prominent placement of the event on DaisyMail, the weekly school update that went to all parents at The Hockaday School, rated one of the top girls’ schools in the United States, secured an email communication from the administration to all parents at the highly prestigious Lakehill Preparatory school, placed fliers around Woodrow Wilson High School, the public school serving the area, created t-shirts commemorating the event, displayed a large branded poster at the entrance of the YMCA with accompanying branded fliers, hung branded fliers at over 30 businesses in the Lakewood, Preston Hollow, and Highland Park areas, and obtained pre-event coverage by FOX News 4.¹ The pre-event marketing resulted in all classes being booked over capacity. Surveys of

¹ Available at <http://www.fox4news.com/news/125676727-video>.

participants indicated that the marketing techniques were roughly equally effective in informing parents about the event.

The Event

The P3 training started and ended on schedule. As planned, trainings for 7-8, 9-11, and 12-13 year old girls ran simultaneously, with the 7-8 and 9-11 lasting 1 hour, 12-13 lasting 1.5 hours, and after the 7-8 year old class ended, the 14+ class starting and lasting 2 hours.

The class is presented based on methods from graduate-level advanced teaching courses, developed facilitation techniques, the latest social psychology research concerning learning and reinforcement (primarily relying on principles of commitment, consistency, social proof, and authority), and pedagogical tools to promote kinesthetic, auditory, and visual learning. Modularization of content ensures that each segment builds on the last, thus making learning easy. Assessment following each segment ensures effective content conveyance.

The class begins with a puzzle where participants are asked to vote on whether a pictured person introduced by first name is a bad person. The puzzle teaches important self-protection principals through stories, which are more apt to take root and provide a frame of reference than advice alone. Thereafter, the girls and their parents are introduced to a confidence-building escape technique involving a one-handed grasp. The class proceeds alternating informational sessions with self-defense techniques. Girls of like age (typically certified black belts) demonstrate techniques with the facilitator and then work with those parents and girls who are having difficulty mastering the movement. This peer mentoring bolsters student confidence that they can perform the techniques.

The letter from the YMCA attached in our letters of reference demonstrates the YMCA was highly satisfied with S/HE's professionalism, competency, organization, and execution. A reporter attended and published an article on the training in the *Dallas Morning News*. Video from the event is also available,² which is edited to avoid showing the defensive techniques. While not a subject of the survey, it is obvious from the video that participants were racially diverse, demonstrating that the pre-event marketing was nondiscriminatory and that the program appealed to parents irrespective of race, religion, or gender.

The 7-8-year-old class was taught by Sarah Green with martial arts assistance from Buddy Hudson, Virginia Franklin, and Georgie Thomason.

The 9-11-year-old class was taught by Dr. Wilfredo Rivera and Dr. Scott Robertson, with martial arts assistance from Jennifer Lane, Charlotte Franklin, Ava Robertson, and Margo Thomason.

² Available at <https://youtu.be/Wh6biMY3P0U>.

The 12-13 year old class was taught by Talcott Franklin with martial arts assistance from Ava Franklin and Tatum Thomason.

The 14+ class was taught by Sarah Green (1st half) and Talcott Franklin (2nd half) with martial arts assistance from Buddy Hudson, Jennifer Lane, and Ava Franklin.

Abbreviated instructor biographies:

Talcott Franklin: juvenile rehabilitation counselor, maximum security unit; attorney representing dating violence and child abuse survivors pro bono; conducted and published quantitative crime studies; university sociology instructor; B.A., M.A. univ. of wash.; J.D. magna cum laude, order of the coif, law review editor in chief, wash. & lee school of law.

Sarah Green: civil rights investigator; title IX coordinator at univ. of mass., east carolina univ., gonzaga univ., & boise state univ.; teacher, charles e. smith jewish day school; B.A. phi beta kappa, univ. of maryland; J.D., american univ. college of law, dean's fellow, moot court executive board.

Master Buddy Hudson: eighth degree black belt; 7 time national fighting champion; world silver medalist; international karate hall of fame; owner, professional black belt academy; trained thousands in martial arts and self-defense including courses specific to women, children, & law enforcement personnel.

Jennifer Lane: fourth degree black belt; 2015 national fighting champion; vice president of operations, professional black belt association; nationally certified instructor in taeKwon-do and american karate; trained thousands in martial arts and self-defense including courses specific to women, children, & law enforcement personnel.

Wilfredo Rivera: associate medical director, emergency medicine department, presbyterian hospital; assistant professor, UT southwestern; published peer reviewed articles on drug & alcohol toxicity; emergency medicine resident of the year award 1998-2000; B.S., M.D. univ. of puerto rico.

Scott Robertson: assistant professor, molecular biology, UT southwestern; research focused on developmental biology; published peer reviewed articles, review articles and book chapters; presented research results at national and international scientific conferences; certified first-degree black belt; B.S. mcmaster univ.; M.S. ludwig-maximillien univ.; Ph.D. univ. of Toronto.

Peer instructors: Ava Franklin (12): certified second-degree black belt; Ava Robertson (10): certified first-degree black belt; Charlotte Franklin (10): certified first-degree black belt; Georgie Thomason (7): blue belt; Margo Thomason (9): certified first-degree black belt; Tatum Thomason (11): certified first-degree black belt; Virginia Franklin (7): blue belt.

Detail Sponsorship Survey Results

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|-------------------------|---|--|---|
| Question | If you knew that a team, coach, player, band, musician or other celebrity supported P ³ trainings, would you like them more than you do now? | The Fresh Market provided support for this P ³ training. Are you more likely to shop there as a result? | Nancy Johnson Group (Dave Perry Miller Real Estate) provided support for this P ³ training. Do you view them more favorably as a result? |
| Yes | 86.3% | 87.9% | 90.9% |
| No | 12.1% | 10.6% | 3.0% |
| No Answer | 1.5% | 1.5% | 4.5% |
| Maybe | 0 | 0 | 1.5% |
| Total | 99.9% | 100% | 99.9% |
| Reasons for "no" | Not a follower of celebrity culture; P3 doesn't need celebrities, I like it anyway; maybe, just one factor so cannot say yes | Don't know it; satisfied with Whole Foods; different if it were convenient for me; not nearby | ?? |

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|-------------------------|--|---|--|
| Question | StrongestMom.com fitness provided support for this P ³ training. Would you be more likely to visit their website, participate in their fitness trainings, or purchase their fitness videos as a result? | Veritex bank provided support for this P ³ training. Would you be more likely to bank or apply for a loan there as a result? | We are giving you a coupon for \$5 off at the Fresh Market, which is right down the street (take a right from the YMCA parking lot and it is on the left in the first mall area you see). Will you commit to going there and using that coupon so that more P ³ trainings can take place? |
| Yes | 90.9% | 57.6% | 97.0% |
| No | 7.6% | 30.3% | 1.5% |
| No Answer | 1.5% | 9.1% | 1.5% |
| Maybe | 0 | 3.0% | 0 |
| Total | 100% | 100% | 100% |
| Reasons for "no" | Belong to gym; only do yoga; ??; no time | Not convenient; too far away; location; don't borrow; N/A; not needed; ??; have banking relationships; don't like changing banks | Don't know it |

Detail Experimental Survey Question Results

| If Gonzaga University head basketball coach Mark Few: <ul style="list-style-type: none"> • Reached out repeatedly to Sarah Green (now at S/HE) to consult on how to make sure his players did not commit sexual assaults; • Implemented Sarah Green's recommendations, including having Sarah teach his players bystander intervention; • Had incidents where one of his players prevented a sexual assault against a Gonzaga student (in each case the potential offender was not a basketball player); and • Says "if I can't trust you with my daughter, you can't play for me." I would (circle all that apply): | % Agree |
|--|---------|
| a) Like Gonzaga's basketball team more | 9.1% |
| b) Want my team's coach to be like Mark Few in that respect | 25% |
| Circled both (a) and (b) | 63.6% |
| c) Not care | 0% |
| d) Like Gonzaga's basketball team less | 2.3% |
| Total percent favorable view | 97.7% |

Detail Training Survey Results

Open-ended questions (no negative responses received)

| Question 1. What did you think of the P³ training? (repeat responses omitted) | |
|---|--|
| Very practical and switched between lecture and hands on instruction to keep the girls' attention | Honest Loved it |
| Excellent combination of technique and information | Awesome! |
| Good advice that makes sense | Fun and informative |
| Good program both for both daughter and mommy | Great arsenal of tools for awareness Very educational |
| We both learned a lot of facts, laws and physical moves to escape the captor | I liked the way you clearly addressed the issues and how to confront them |
| This was amazing | Great! |
| Relevant | Excellent! |
| Educational and fun | Great info ... very informative |
| Easy to understand | Helpful for all girls |
| Effective | Filled with real life situations that I and my daughter can apply a proactive response |
| It's great training | |

| | |
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| <p>It was a great program This type of training and frank discussions with our girls is essential for their safety and confidence</p> <p>Great class</p> <p>Excellent content and condor was important and will help me</p> <p>Practical information; very useful and realistic</p> <p>Informative and empowering</p> <p>Positive, good</p> <p>I think its great you incorporated more than just physical defense</p> <p>The talks on alcohol and abusive relationships were helpful</p> | <p>Information given to our family was very helpful</p> <p>It gave my daughter a sense of what to do</p> <p>Very, very informative</p> <p>My daughter learned very useful techniques for self-defense</p> <p>Great. Everyone should know</p> <p>Great tips</p> <p>Superb idea</p> <p>Informative and helpful</p> <p>Awesome and informative</p> <p>It was excellent!</p> <p>A great class and training for our girls</p> |
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| Question 2: How did the P³ training make you feel? (repeat responses omitted) | |
|---|--|
| Empowered and encouraged | Safe |
| Prepared and ready to react | Reminder that my daughters must know how to protect themselves |
| Otherwise I would have never known what to do | Uncomfortable – but I needed to feel that way to make changes |
| Empowered; opened the door for me to talk to my daughter about awareness and action | More prepared |
| Interested in learning more | Scared and empowered |
| Smarter, more capable | I'm glad I got my daughter to attend |
| Like I was empowering my daughter | Aware how to fight |
| More able to help my children help themselves stay safe | Glad my daughter could hear this firsthand from professionals |
| More confident knowing that our kids have more knowledge to get out of an ugly situation | Helped me feel more confident about my girls' ability |
| I as a parent feel relief | More confident |
| Like my daughter has learned new skills to help her | To learn to be aggressive |
| A confidence builder for girls | Strong |
| Empowered to help my daughters feel safe | Stronger |

| | |
|---|---|
| Have better conversations about these topics with my daughter (and son) | Increased awareness, better equipped |
| Empowered | That my child is much better prepared to defend herself |
| Educated with tools and language to help my daughter | Knowledgeable |
| Aware | Like some seeds are being planted for future confidence in these situations |
| More girls need to take the class | More confident |
| Safer | Good that my daughter is more empowered |
| Confident | Empowered with easy to remember solutions |
| Feel it would empower my child | Safe and eye opener |

Yes/No Questions (No negative responses received)

| | |
|---|--------|
| Question 3: As a result of the P³ training, do you commit to change your behavior in ways that will help keep your child safer? | |
| Yes: 100% | No: 0% |

| | |
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| Question 4: As a result of the P³ training, do you commit to change your behavior in ways that will help keep you safer? | |
| Yes: 100% | No: 0% |

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| Question 5: Did you have fun at the P³ training? | |
| Yes: 100% | No: 0% |

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| Question 6: Did your daughter have fun at the P³ training? | |
| Yes: 100% | No: 0% |

| | |
|--|---|
| Question 7: Will you help us train more girls & parents by recommending P³ training to others? | |
| Yes: 98.5% | No: 1.5% (reason: "I don't have time right now"; in response to Question 1 called P ³ training "Great arsenal of tools for awareness") |

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| Question 8: If you use Facebook, will you please "like" us on Facebook? | | |
| Yes: 78.8% | No: 0% | I don't have a Facebook account: 21.2% |

Event Photos

