PROJECT OVERVIEW
ATTACHMENT B

PROJECT NAME
Project Respect

HWPP PROJECT NUMBER
20071-33

PROJECT SUMMARY
Describe the major purpose of the project, the need and how it relates to the Health Improvement Model. Briefly describe the project’s implementation plan, methods to be utilized and involvement of affected communities. Detail the community-academic partnership plan. Specify the evaluation method that will be used to measure feasible, quantifiable and significant outcomes and the impact the project will have on the health of Wisconsin residents. Do not exceed this one page.

Purpose: Project Respect will prevent risk factors leading to sexual and dating violence and increase protective factors that deter perpetration and victimization among adolescents. This will be achieved through the development of leadership, capacity and programs at eight Milwaukee neighborhood centers. Project Respect will utilize the Centers for Disease Control Ecological Model to reduce sexual and dating violence and their ultimate impact on the health and well-being of adolescents in the Milwaukee community.

Needs and Importance: Sexual and dating violence have serious and grave implications for the future health and well-being of our children and young adults. Dating violence, the term used for interpersonal violence in the adolescent population, occurs in approximately one in three teen dating relationships. Dating violence is any type of abusive behavior such as hitting or slapping that occurs within a romantic relationship. One in 11 adolescents reports being a victim of physical dating violence each year. Adolescents are also more likely to accept physical and sexual aggression as normal in relationships and have an increased risk of injury and sexual victimization than adults. Sexual violence is a serious problem that affects a disproportionate number of teens and children and is often underreported. Sexual violence is any unwanted sexual contact that is perpetrated by a peer or an unrelated adult. Among high school adolescents, 9% reported that they had been forced to have sexual intercourse. Overall, the rates were even higher for African American and Hispanic minorities at 12.3% and 10.4%, respectively. In addition, children and adolescents commit 38% of Wisconsin child and adolescent sexual assaults. Research indicates that patterns of violence initiated in adolescence are often continued into adulthood.

Project and Partnership Plans: Project Respect will build on the United Neighborhood Centers of Milwaukee (UNCOM) collaboration of eight neighborhood centers operating in Milwaukee’s lowest income areas and serving 30,000 children and families. In partnership with The Medical College of Wisconsin, the University of Wisconsin-Milwaukee Community Nursing Center, and the City of Milwaukee Health Department, UNCOM neighborhood centers will build the leadership and capacity of individuals and communities to prevent sexual and dating violence risk factors. Project Respect will achieve its stated goals by securing a competent Project Director with experience and expertise in violence prevention and by implementing strategies including: training UNCOM support staff; involving the parents of participating adolescents; developing resource centers; implementing violence awareness campaigns in each neighborhood community; and implementing evidence-based curricula to increase protective factors and decrease risk factors with adolescents.

Outcomes and Impact: Anticipated Project Respect outcomes include: 1) increased capacity of UNCOM centers to engage communities in the prevention of risk factors of sexual and dating violence involving adolescents; 2) increased community awareness of and access to community resources for sexual and dating violence prevention and intervention; and, 3) a reduction in risk factors for sexual and dating violence perpetration and victimization among adolescents from participating communities. Project Respect could improve the health, safety and well-being of children by reducing violence in the short term, and health consequences of violence, such as: injury, suicide, eating disorders, teen pregnancy, substance abuse, obesity, and heart disease, in the long term. There is a strong correlation between adverse childhood experiences and adult physical and mental health problems. Prevention of sexual and dating violence risk factors for perpetration and victimization has a strong likelihood of decreasing both the violence itself and the negative health consequences of the violence.