ASSOCIATION OF ALBERTA SEXUAL ASSAULT SERVICES

Sector Priorities for the Primary Prevention of Sexual Violence

AASAS.CA

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We extend our sincere appreciation to the members of the AASAS Sexual Violence Prevention Working Group for their expertise, community knowledge, and thoughtful collaboration in developing and refining these priorities. Their contributions helped bring together research, specialized sector practice, and diverse perspectives to identify a shared direction for sexual violence prevention in Alberta.

Prevention Working Group

AASAS Sexual Violence Prevention Working Group Participating Organizations:

- Aurora Sexual Assault Centre – Lethbridge
- Dragonfly Counselling & Support Centre – Bonnyville
- IMPACT Domestic and Sexual Violence Collective
- Pace Community Support, Sexual Assault & Trauma Centre – Grande Prairie
- Saffron Centre – Sherwood Park
- Sanare Centre – Medicine Hat
- Sendero Centre – Red Deer
- Sexual Assault Centre of Edmonton
- University of Alberta Sexual Assault Centre – Edmonton
- Harmony Project Sexual Violence Prevention & Response - Banff

We are especially grateful to the experts, advocates, community leaders, and organizational representatives who participated in the Phase II interviews and focus groups. Their willingness to share their knowledge, experiences, and perspectives deepened our understanding of sexual violence prevention and helped strengthen the priorities to better reflect the realities and needs of diverse communities.

Interviews

- Angela
- Femi Akinsanya
- Jason Baker
- Bradley Cunningham
- Mame Penda Diouf
- Dakshima Dilipani Haputhanthri
- Souheir Jamil , PhD
- Nicole Orji
- Dr. Claire Robson
- Neelam Saleem Punjani, PhD, MScN, BScN, RN
- Rofiah Sarumi
- Christine Selinger
- Maritza Stinson
- Christopher Whelan, MSW, RSW
- As well as five individuals who wished to remain anonymous.
- Jane M. Oxenbury, M.Ed.

We also acknowledge Dr. Sarah Fotheringham for her expertise and thoughtful leadership in guiding the research, engagement, and development of these priorities.

Finally, we gratefully acknowledge the Canadian Women's Foundation, which funded Phase I, and the Government of Alberta, Ministry of Arts, Culture and Status of Women, which funded Phase II. Their investments made this collaborative, evidence-informed, and community-informed work possible.

Alberta Government

Arts, Culture & Status of Women

Focus Groups

anfca alberta native friendship centres association

Lethbridge & Area Métis

AEAAC Alberta Elder Abuse Awareness Council

IslamicFamily created to serve

Camp Dragonfly

Centre for Sexuality

Centre for Newcomers

FRAP Francophonie Canadienne Plurielle Grande Prairie

centre for autism services Alberta

sacla Southern Alberta Community Living Association

SASH Disability Support

Inclusion Lethbridge

Saamis Immigration Services Association

GoldenCircle Senior Resource Centre

Ruth's House A Safe Haven for You

SafeLink Alberta

Hinton Friendship Centre

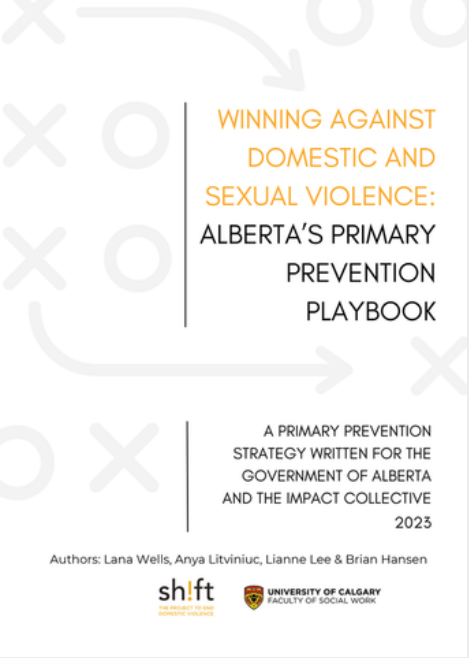
Mamowichihitowin All Working Together

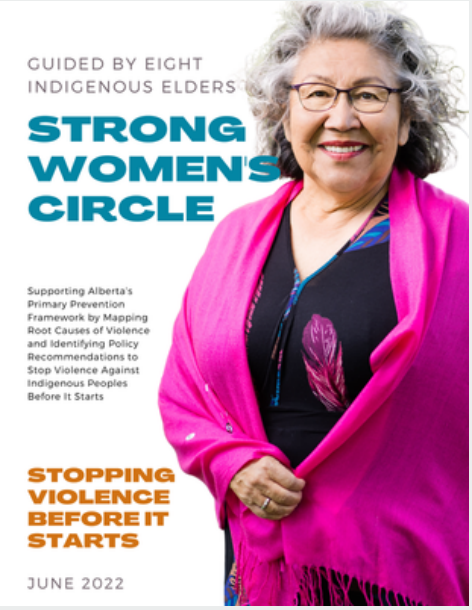
Introduction

In 2020, IMPACT partnered with Shift: The Project to End Domestic Violence (Shift) and the Government of Alberta to develop the Alberta Primary Prevention Framework for the Prevention of Domestic and Sexual Violence.

This work determined that sexual and domestic violence are "distinct yet interrelated forms of violence" that must be concurrently addressed while also drawing out sexual violence-specific primary prevention recommendations (Litviniuc et al., n.d.).

As part of this journey, Shift developed 12 primary prevention action plans, including Alberta's Primary Prevention Playbook (Wells, Litviniuc, et al., 2023), as well as a key document entitled A Suite of Policy and Legislation Recommendations for the Government of Alberta to Advance Primary Prevention of Sexual Violence (Litviniuc & Wells, 2022a).This work was also informed by the Strong Women's Circle (McLeod et al., 2022), an Indigenous-led research and engagement initiative involving Elders, Knowledge Keepers, and Indigenous researchers that explored the root causes of violence against Indigenous Peoples and identified Indigenous-specific approaches and policy recommendations for prevention. Collectively, this body of work provides a substantial foundation of research, community knowledge, and evidence-informed recommendations addressing the social, cultural, and structural conditions that contribute to violence.





Recognizing the depth and value of this work, the Association of Alberta Sexual Assault Services (AASAS), in collaboration with its member agencies, sought to build on these findings rather than duplicate the research, engagement, and recommendations already developed.

In collaboration with its member agencies, AASAS undertook a two-phase process to identify where Alberta's specialized sexual violence sector could most meaningfully contribute to primary prevention, drawing on its distinct mandate, expertise, relationships, and opportunities for influence.

Phase I, funded by the Canadian Women's Foundation, focused on translating the existing evidence and Shift's primary prevention recommendations through a sexual violence sector and community-practice lens to identify an initial set of priorities for AASAS and its membership. Phase II, funded by Alberta Arts, Culture and Status of Women, deepened and strengthened these priorities through updated research and meaningful engagement with Indigenous and equity-deserving groups, ensuring the final priorities better reflect diverse lived experiences, community knowledge, and approaches to prevention.

This work also complements Building on Our Strengths: Alberta's 10-Year Strategy to End Gender-Based Violence (Government of Alberta, 2025), which recognizes the importance of preventing violence before it begins, addressing underlying causes, strengthening public awareness and education, supporting Indigenous-led solutions, and improving coordination across sectors and communities. The priorities identified by AASAS and its membership share many of these objectives, while bringing a distinct sexual violence prevention lens grounded in research, specialized sector expertise, and informed by consultations with Indigenous Peoples and equity-deserving groups that helped deepen and strengthen the priorities. Together, these areas of shared focus create opportunities for continued collaboration and coordinated action to advance the prevention of sexual violence in Alberta.

PHASE 1 FUNDED BY: CANADIAN WOMEN'S FOUNDATION | FONDATION CANADIENNE DES FEMMES

PHASE 2 FUNDED BY: ARTS, CULTURE & STATUS OF WOMEN

About Us

The Association of Alberta Sexual Assault Services (AASAS) is a provincial association that brings together a network of specialized sexual violence services across Alberta. Together, we are many voices united by one purpose: safe communities free from sexual violence.

AASAS connects the voices, expertise, and experiences of its members to strengthen provincial coordination, collaboration, and collective action. By bringing together frontline practice knowledge, research, and provincial data, AASAS helps identify emerging issues and trends, inform policy and practice, and advance opportunities for systems change.

AASAS Members

AASAS member sexual assault services are community-based organizations with a longstanding mandate to both prevent and respond to sexual violence. They provide a continuum of specialized sexual violence and trauma-specific services for people of all ages and genders, including immediate support and information, counselling, systems navigation, specialized police and court support, outreach, public education, and prevention. Through their relationships with individuals, families, and communities, member services bring essential expertise and community knowledge to efforts to prevent sexual violence and strengthen responses when harm occurs.

ACAA
Association of Communities Against Abuse

AURORA

CCASA
Calgary Communities Against Sexual Abuse

Dragonfly Centre
1-866-300-HEAL

Mamowichihitowin
All Working Together

Lloydminster Sexual Assault Services

bow valley harmony project

sace
Sexual Assault Centre of Edmonton

Sanaré Centre

SENDERO CENTRE

Pace
Community Support, Sexual Assault, & Trauma Centre

Saffron Centre

University of Alberta Sexual Assault Centre

WAYPOINTS

Overview of Report

This document presents the identified primary prevention priorities for AASAS and its membership and is intended to guide primary prevention efforts within Alberta's sexual violence sector. The priorities reflect a two-phase process that brings together published research and evidence, Shift's foundational primary prevention work, the practice expertise and priorities of Alberta's specialized sexual violence sector, and the knowledge and perspectives shared through consultations and focus groups with Indigenous Peoples and equity-deserving groups. Each section provides a rationale for the priorities, integrating these complementary sources of knowledge to ground the framework in research evidence, sector practice, and lived and community expertise.

A key cross-cutting finding from this work is that effective prevention depends on meaningful partnership, engagement, and collaboration. Sexual violence prevention is not something the sector does to communities; rather, it is something advanced with communities, trusted partners, and systems through sustained relationship-building, meaningful engagement, and, where appropriate, co-design. More broadly, the evidence reinforces the importance of culturally safe, community-grounded, and responsive approaches that recognize healing, belonging, and social inclusion as important protective factors in prevention.

The priorities focus specifically on sexual violence prevention and on the areas where the sexual violence sector in Alberta has the greatest influence, expertise, and accountability. While sexual violence is shaped by broad social and structural factors, this framework concentrates on actionable levers within the sexual violence ecosystem where the sector is well-positioned to lead, collaborate, advocate, and contribute to meaningful systems and social change. In doing so, the priorities provide a foundation for coordinated action within the sexual violence sector and opportunities to work alongside government, communities, and other partners to advance shared prevention objectives.

Summary of the Process

This work was completed through two complementary phases beginning in March 2023, using a collaborative, evidence-informed approach that brought together existing research, specialized sexual violence sector expertise, and community knowledge. The first phase established an initial set of priorities by reviewing Shift's primary prevention research and recommendations, including insights from the Strong Women's Circle (McLeod et al., 2022), and assessing their relevance to AASAS's mandate, expertise, and opportunities for influence, as well as those of its member agencies. The second phase expanded the evidence base and further deepened the priorities through additional engagement with Indigenous Peoples and equity-deserving groups. These phases provided a process of learning, reflection, and refinement to develop priorities grounded in evidence and responsive to the realities of Alberta's sexual violence sector and diverse communities.

PHASE 1:

Development of Initial Priorities

Step 1: Literature and Recommendation Review

An external consultant with expertise in sexual violence, as well as an understanding of the work of AASAS and its member organizations, reviewed four key Shift reports focused on primary prevention of sexual violence, gender equality, and social inclusion to gather relevant recommendations for AASAS and its members. The four documents examined were the following:

1. *A suite of policy and legislation recommendations*
2. *for the Government of Alberta to advance primary prevention of sexual violence (Litviniuc & Wells, 2022a).*
3. *Winning against domestic and sexual violence: Alberta's primary prevention playbook (Wells, Litviniuc, et al., 2023).*
4. *Advancing gender equality in Alberta: A critical strategy to prevent gender-based violence (Litviniuc et al., 2023).*
5. *Recommendations for the IMPACT collective on advancing social inclusion of equity-deserving groups to stop violence before it starts (Litviniuc & Wells, 2022b).*

Utilizing Shift's report, A Suite of Policy and Legislation Recommendations for the Government of Alberta to Advance Primary Prevention of Sexual Violence (Litviniuc & Wells, 2022a) as the foundational document, recommendations were coded using a red-yellow-green framework:

- Green: aligned with existing or emerging sector work and priorities;
- Yellow: somewhat related to current work or potential future priorities; and
- Red: outside of the mandate of AASAS or primarily a government responsibility.

A condensed report was then developed, prioritizing green-coded recommendations and including select yellow-coded recommendations that closely aligned with broader sector priorities. Relevant recommendations from the additional reports were also integrated. The report was reviewed by the Shift team and revised based on feedback.

Step 2: Working Group Review and Priority Setting

A two-day in-person working group was held with AASAS staff and senior leaders from member organizations. Participants reviewed and refined the recommendations, organized them into themes, and identified priority actions for the next five years through a structured voting and discussion process.

Insights from Shift's Strong Women's Circle (McLeod et al., 2022) initiative and discussions with Elders were also incorporated into the work.

Step 3: Drafting and Refinement

Priorities and actions were drafted based on the working group process. A second in-person meeting was then held with participating member organizations to review and refine the draft priorities.

Step 4: Membership Review

The finalized priorities were shared with the AASAS membership for review and approval.

PHASE 2:

Refinement Through Community Engagement with Indigenous & Equity Deserving Communities

Step 1: Literature Update

An updated review of literature and emerging evidence from 2021–2024 was conducted to identify new developments, research, and sector trends related to primary prevention and Indigenous and equity-deserving communities.

Step 2: Expert Consultations

Consultations were conducted with 20 sexual violence experts, advocates, and community leaders who were grounded in the lived experiences and needs of Indigenous and equity-deserving communities. Participants included individuals with expertise related to sexual violence and Indigenous Peoples, racialized communities, immigrant and newcomer communities, people with diverse abilities, 2SLGBTQIA+ communities, and older adults.

Prior to the interviews, participants reviewed key literature themes and completed three online primary prevention training modules from Shift to Learn on the primary prevention of violence to support a shared understanding of prevention in the context of sexual violence. The purpose of the consultations was to deepen understanding of the prevention of sexual violence within these communities and to identify key prevention priorities, actions, and considerations.
S membership for final review and approval.

Step 3: Focus Groups

Focus groups with 18 participants from organizations serving Indigenous and equity-deserving communities were conducted to deepen the project's findings and ensure that prevention priorities were grounded in lived experience, frontline practice, and community knowledge. To support a consistent understanding of sexual violence and prevention concepts, participants completed a structured preparation process, including attending AASAS' First Responder to Sexual Assault and Abuse Training and Shift to Learn online primary prevention training modules. Discussions explored prevention implementation strategies, challenges, and opportunities moving forward

Step 4: Integration and Working Group Review

Findings from the literature update, consultation interviews, and focus groups were synthesized into summary reports and a presentation for the sector working group. The working group reviewed the findings and identified ways to strengthen and deepen the initial primary prevention priorities to better reflect the perspectives, experiences, and prevention approaches of Indigenous and equity-deserving groups.

Step 5: Membership Review

The refined priorities were shared with the AASAS membership for final review and approval.

Defining Primary Prevention

Prevention is conceptualized along a continuum with three stages. Shift explains:

> **Primary prevention** involves upstream efforts to improve social conditions so that people will not become perpetrators and will not inflict violence on anyone in the first place.
>
> When the risk of violence is already present, we implement initiatives that mitigate that risk through early interventions, known as **secondary prevention**.
>
> When violence is already happening and people are in crisis, we implement initiatives to stop violence through crisis intervention, known as **tertiary prevention**. Tertiary prevention also involves rebuilding the lives of survivors, perpetrators, and their families. Survivors receive long-term supports that help them heal, improve their health, find safety, and access all the necessary resources, such as housing, education, employment, and social networks. Perpetrators also receive supports to help them take responsibility for the harm they have caused, be accountable, heal, repair, and prevent the transmission of violence across generations (Wells, Litviniuc, et al., 2023, p. 12).

Shift further adds that sexual violence is not simply the result of individual behaviour, but is shaped by broader social, cultural, and structural conditions that normalize violence, reinforce inequality, and create opportunities for violence to occur. The report argues that effective primary prevention must therefore address these underlying drivers by changing the norms, cultures, structures, and systems that enable sexual violence. Central to this approach is strengthening social norms that promote respect, equity, healthy relationships, and safety while challenging attitudes, beliefs, and practices that tolerate or condone violence (Wells, Litviniuc, et al., 2023).

While this document is primarily focused on the primary prevention of sexual violence, it also includes strategies and actions that fall under secondary and tertiary prevention. These priorities have been included because preventing sexual violence requires a comprehensive approach across the prevention continuum. Many secondary and tertiary prevention activities contribute to primary prevention by strengthening protective factors, promoting social inclusion, increasing accountability, and reinforcing the social norms, institutional practices, and community conditions that reduce the likelihood of future violence. As reflected throughout the priority areas, strengthening healthy social norms is not confined to a single prevention stage but is an overarching strategy that supports long-term, sustainable prevention efforts.

A Note on Language

Equity-Deserving Groups

The language in this document aligns with that used by Shift (Litviniuc & Wells, 2022, p. 2). Equity-deserving groups are defined as "any group of people who, because of systematic discrimination, face barriers that prevent them from having the same access to the resources and opportunities that are available to other members of society, and that are necessary for them to attain just outcomes" (Government of Canada, 2022).

IMPACT Domestic and Sexual Violence Collective notes that equity-deserving groups identify significant collective barriers to just participation in society in which all can participate and thrive, and actively seek social justice and reparation. These barriers exist due to disadvantage and systemic discrimination, and can include attitudinal, historic, social, environmental, and systemic barriers based on age, ethnicity, disability, economic status, gender, nationality, race, sexual orientation, or transgender status. The term equity-deserving groups has evolved from definitions of marginalized or vulnerable populations. Equity seeks to understand what people need to enjoy full participation in society, rather than ensuring everyone gets the same thing (equality).

Indigenous Peoples

When the term equity-deserving groups is used in this document, it does not include Indigenous Peoples. Shift explains:

> Indigenous Peoples are often considered an equity-deserving group, including within government policy. However, based on feedback from Indigenous IMPACT members, our research committee, and Elders that led the Strong Women's Circle primary prevention project, the collaborative has adopted the perspective that Indigenous Peoples are distinct from equity-deserving groups because advancing Indigenous sovereignty and reclamation of land, identity, language, services, and culture differs from addressing the challenges and inequalities experienced by equity-deserving groups. As a result, we advocate for a distinctions-based approach in policy development and implementation, which we have articulated through a parallel research process in partnership with three Indigenous researchers/leaders and eight Elders and Knowledge Keepers (called the Strong Women's Circle) to better understand the root causes of violence against Indigenous Peoples and to identify Indigenous-specific policies and recommendations to prevent domestic and sexual violence against Indigenous Peoples (Wells, Litviniuc, et al., 2023, p. 14).

AASAS is committed to truth and reconciliation, as well as to embedding equity, inclusion, and belonging as guiding values and foundational principles within its organization and network.

Prevention Priorities

Theme 1.0: Foundational Elements for Primary Prevention of Sexual Violence

Theme 2.0: Equity Action

Theme 3.0: Public Awareness Campaigns to Shift Social Norms

Theme 4.0: Capacity Building, Training & Education

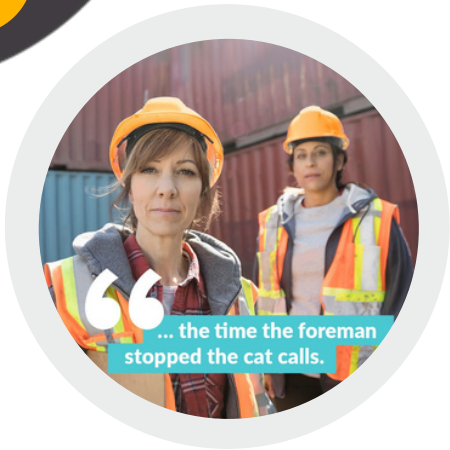
Theme 5.0: Adults Who Use Sexual Violence and Children/Youth with Problematic Sexual Behaviour

Theme 6.0: Work with Men and Boys

Theme 7.0: Systemic Change

Theme 8.0: Research & Evaluation

Theme 9.0: Healing & Recovery is Prevention



THEME 1.0:

Foundational Elements for Primary Prevention of Sexual Violence

Rationale

To advance primary prevention in a sustainable and effective manner, foundational work is needed across the sector. This includes building the necessary infrastructure by strengthening the primary prevention workforce through training and professional development, while establishing accountability mechanisms to support consistent implementation, continuous learning, and sector-wide responsibility for prevention efforts (Wells, Litviniuc, et al., 2023). It also involves ensuring workers' continued/enhanced health and well-being through workplace supports and overall working conditions (Wells, Litviniuc, et al., 2023).

Another important foundational component is the development and institution of inclusion frameworks in the sexual violence sector. This ties to some of the drivers of sexual violence, including colonization, racism and ableism (Litviniuc & Wells, 2022a) and involves building the internal capacity of the sector for social inclusion, a form of primary prevention, in and of itself (Litviniuc & Wells, 2022b). It also involves deepening understanding of colonization and a commitment to decolonization among member organizations (McLeod et al., 2022).

Findings from Phase II emphasized the importance of strengthening the sexual violence sector's internal capacity to understand and respond to colonization, racism, ableism, and broader structural inequities as part of primary prevention. Participants underscored the need for greater cultural safety, stronger understanding of Indigenous histories and ongoing colonial harms, and intentional efforts to decolonize the sector by examining organizational policies, practices, and assumptions that may create barriers or perpetuate harm. Across Indigenous and equity-deserving communities, findings also highlighted the importance of anti-oppressive, inclusive, and culturally responsive approaches that recognize how systemic inequities shape both vulnerability to sexual violence and access to prevention efforts (Fotheringham & Phung, 2025a, 2025b). These findings support the development of formal inclusion, equity, and decolonization frameworks to strengthen consistency, accountability, and sector capacity in prevention practice.

AASAS and its members have also pinpointed essential components that must be completed first to meet upcoming priorities. Consistent with Shift's recommendations, one is to conduct a sector audit of education, awareness, and training activities to inform future educational initiatives and support a coordinated approach to effective prevention education across the sector (Litviniuc & Wells, 2022a). The second is to develop a prevention-focused outcomes framework that will establish a common foundation for prevention measurement, strengthen coordination across the sector, and clearly demonstrate the collective reach and impact of prevention efforts (Litviniuc & Wells, 2022a).

Priorities

THEME 1.0 PRIORITIES

1.1	Worker Wellness & Prevention Capacity
1.1.1	Support the continued development and retention of an inclusive, diverse, healthy and dynamic workforce by: • Implementing workplace equity measures. • Continuing to develop standards and practices to promote healthy working conditions and fair workplace practices. Continuing to enhance supports for those working in high-stress and high trauma environments; focusing on supports that address the impacts of trauma, burnout, and vicarious trauma.

1.1.2	Build worker's understanding of, and capacity for, sexual violence prevention, for example by:
	
	• Providing ongoing professional development opportunities about primary prevention such as:
	  ◦ Taking Shift to Learn's five primary prevention modules (shifttolearn.com).
	  ◦ Hosting a forum amongst the membership to engage in generative conversations about advancing primary prevention.
	• Providing ongoing professional development opportunities for workers to examine their own biases, values and belief systems that may reinforce violence, colonization, racism or exclusion.
	  ◦ Provide training on inclusion, equity, diversity and participation, cultural safety and Indigenous ways of knowing.
	• Advocate for AASAS resources to support a dedicated primary prevention position whose role is to advance and support sector priorities for primary prevention

Priorities

THEME 1.0 PRIORITIES

1.2	**Infrastructure & Foundational Work**
1.2.1	Develop a primary prevention working group that includes AASAS and member agencies. This group would be responsible for seeking funding and advancing these priorities.
1.2.2	Conduct a provincial audit of internal sector work involving sexual violence awareness/education/training campaigns and programs to support a coordinated approach to effective prevention education across the sector.
1.2.3	Design and implement a sexual violence prevention outcomes framework connecting all sexual violence prevention initiatives to ensure efforts contribute to meaningful outcomes.
1.3	**Centre an Equity Lens**
1.3.1	Ensure programs and services are intentionally designed to be accessible, inclusive and culturally response to people with diverse needs, experiences, perspectives, identities, and abilities, regardless of geographic context or location.
1.3.2	Develop an anti-oppressive framework and equity lens[1] to support the work of AASAS and the member agencies.
1.3.3	Develop reconciliation and decolonization approaches, including the creation of Ethical Space, and integrate them into organizational practices, service delivery, and staff capacity building.

THEME 2.0:
Equity Action

Rationale

Promoting the social inclusion of Indigenous and equity-deserving groups in the sexual violence sector is a form of primary prevention, as it seeks to foster equitable access to resources, services and decision-making, helping ensure organizational services, policies, and sector practices reflect their rights, needs and experiences (Litviniuc & Wells, 2022b). This aligns with findings from Phase II of this project, where belonging, connection, and social inclusion were repeatedly identified as protective factors, while exclusion, stigma, and social isolation were described as increasing vulnerability to violence (Fotheringham & Phung, 2025a, 2025b).

Findings from Phase II likewise underscored the importance of social inclusion, trusted relationships, and meaningful engagement in the prevention of sexual violence. Across the consultations and focus groups, participants identified how structural inequities, including colonization, racism, ableism, homophobia, stigma, and social isolation, can increase vulnerability to violence while also creating barriers to support, participation, and prevention efforts. In contrast, effective prevention was described as requiring culturally responsive and relationship-based approaches grounded in trust, meaningful partnership, and responsiveness to the realities of diverse communities (Fotheringham & Phung, 2025a, 2025b).

As such, an important step forward is the ongoing engagement with Indigenous Peoples and equity-deserving groups to review, revise, and deepen sector priorities, so they remain responsive to lived experience, evolving needs, and identified barriers (Wells, Litviniuc, et al., 2023). Phase II findings consistently emphasized that prevention efforts are most effective when grounded in trusted relationships, meaningful engagement, and sustained collaboration, rather than externally imposed approaches (Fotheringham & Phung, 2025a, 2025b).

Further, ensuring the sector provides culturally safe, accessible, and responsive programs and services can strengthen inclusion, improve access and engagement, and reduce barriers that may contribute to vulnerability (Litviniuc & Wells, 2022b). Phase II findings highlighted multiple barriers to participation and support, including mistrust, inaccessible services, language barriers, stigma, exclusion, and lack of culturally relevant approaches, reinforcing the importance of intentional sector action in this area (Fotheringham & Phung, 2025a, 2025b).

An equity lens

"is a process for analyzing or diagnosing the impact of the design and implementation of policies on under-served and marginalized individuals and groups, and to identify and potentially eliminate barriers."

Retrieved from University of California. https://www.ucop.edu/ethics-compliance-audit-services/_files/2019_symposium_presentations/bk1-2-policy.pdf

Finally, Shift's work with Indigenous researchers and Elders emphasized the importance of engaging with Indigenous Peoples in ways distinct from broader equity-deserving group frameworks (Wells, Litviniuc, et al., 2023). This approach reflects the unique impacts of colonization and the importance of Indigenous sovereignty, self-determination, culture, language, and Indigenous ways of knowing in prevention efforts (McLeod et al., 2022). This distinction was further reinforced in Phase II, where Indigenous participants emphasized the ongoing impacts of colonization, mistrust of institutions, cultural disconnection, and the importance of culturally grounded approaches to prevention (Fotheringham & Phung, 2025a, 2025b).

Priorities

THEME 2.0 PRIORITIES

2.1	Proactively and continuously engage in partnership with Indigenous Peoples and equity-deserving groups as a form of meaningful social inclusion; to ensure prevention priorities and actions continue to reflect diverse needs, experiences, perspectives and community realities.
2.2	Honour the needs, experiences and perspectives of Indigenous Peoples and equity-deserving groups in planning, advocacy, service development, governance and decision making through approaches that are meaningful, sustainable and responsive to organizational capacity, available resources and diverse community needs. • This includes engaging with hard-to-reach groups and provide supports such as compensation and accommodations to ensure meaningful and respectful engagement.
2.3	Provide/enhance community-based, culturally safe trauma-informed, anti-oppressive sexual violence services for Indigenous Peoples and equity-deserving groups by: • Identifying wise and best practices from the literature and through centring our relationships with Indigenous Peoples and equity-deserving groups and use these learnings to review existing services and programs to identify gaps and areas for change. • Implement and evaluate changes using an equity lens, including staff training and ongoing assessment of accessibility, inclusion, and responsiveness.

THEME 3.0:

Public Awareness Campaigns to Shift Social Norms

Rationale

Preventing sexual violence requires broad public awareness efforts to shift the beliefs, attitudes, stereotypes, and social norms that drive, normalize, condone, or ignore violence. (Litviniuc & Wells, 2022a). Province-wide and population-level prevention initiatives can increase public understanding of sexual violence, challenge harmful narratives and social norms, reduce stigma and silence, foster dialogue, and encourage shifts in attitudes and behaviours that contribute to safer, more respectful, equitable, and inclusive communities (Litviniuc & Wells, 2022a).

Findings from Phase II further reinforced the importance of public awareness and social norm change as core prevention strategies. Across consultations and focus groups, participants repeatedly identified stigma, silence, normalization of sexual violence, harmful societal beliefs, and exclusion as barriers to prevention, disclosure, and support. In some communities, participants described sexual violence as highly stigmatized, minimized, normalized, or difficult to openly discuss, creating significant barriers to prevention, help-seeking, and community dialogue (Fotheringham & Phung, 2025a, 2025b).

Participants also emphasized the importance of challenging harmful assumptions, stereotypes, myths, and cultural narratives that perpetuate violence. This includes not only attitudes that normalize or excuse sexual violence, but also discriminatory societal beliefs and biases that devalue Indigenous Peoples and equity-deserving groups, position them as less worthy of safety or protection, and increase vulnerability to victimization. Findings also reinforced the importance of creating greater public dialogue (Fotheringham & Phung, 2025a, 2025b).

Phase II findings also highlighted that public awareness efforts are most effective when they are culturally relevant, community-informed, and grounded in trusted relationships. Across communities, participants emphasized the importance of working alongside trusted leaders, organizations, and community members to shape prevention messaging in ways that reflect lived realities, cultural contexts, and community needs (Fotheringham & Phung, 2025a, 2025b). This points to the importance of public awareness efforts that move beyond generic messaging and support meaningful community engagement, stigma reduction, and social norm change across diverse populations

Priorities

THEME 3.0 PRIORITIES

3.1	Develop public awareness campaigns that increase understanding of sexual violence, including its root causes and the attitudes, stereotypes, assumptions, social norms, and behaviours that drive, normalize, condone, or ignore it. • Efforts should support individuals and communities to prevent sexual violence through behaviour change and the promotion of healthy, respectful, equitable, and inclusive relationships and social norms.
3.2	Co-design culturally relevant and community-informed public awareness initiatives that engage trusted leaders, communities, and partners in efforts to reduce stigma and silence, foster dialogue, and strengthen prevention messaging across diverse populations.
3.3	Design and evaluate public awareness campaigns and prevention initiatives to ensure they are evidence-informed, culturally relevant, and contributing to meaningful changes in knowledge, attitudes, behaviours, and social norms related to sexual violence prevention.

THEME 4.0:

Capacity Building, Training & Education

Rationale

Preventing sexual violence also requires effective, targeted education, training, and capacity building that strengthens the knowledge, skills, and readiness of professionals, paraprofessionals, and community members, including those from Indigenous and equity-deserving groups (Wells, Litviniuc, et al., 2023). Unlike broad public awareness efforts, these initiatives focus on tailored learning and skill development within specific sectors, communities, and contexts. They also contribute to social norm change by increasing knowledge, challenging harmful attitudes and beliefs, and equipping individuals and organizations to model, reinforce, and embed norms that promote respect, equity, healthy relationships, consent, and safety within their professional practice, communities, and institutions (Litviniuc & Wells, 2022a). To maximize their impact, education and capacity-building initiatives should be informed by the best available evidence, evaluated for effectiveness, and continuously refined over time. Coordinating and scaling approaches that demonstrate positive outcomes helps ensure resources are directed toward strategies most likely to strengthen prevention efforts and create meaningful, lasting change.

Phase II findings underscored the need for targeted education, training, and capacity building as key components of sexual violence prevention. Across consultations and focus groups, participants emphasized the need for accessible, culturally relevant, trauma-informed, and inclusive educational approaches that reflect diverse lived experiences, identities, and community contexts. Education was identified as important for increasing understanding of sexual violence, consent, boundaries, healthy relationships, sexual health, and violence prevention more broadly (Fotheringham & Phung, 2025a, 2025b).

Importantly, Phase II findings also emphasized that education should not occur in isolation or rely on one-size-fits-all approaches. Rather, prevention education was consistently described as most effective when grounded in meaningful community engagement, relationship-building, partnership, and co-creation with Indigenous Peoples and equity-deserving groups. Across communities, participants emphasized the importance of empowering communities to shape, and where appropriate, lead prevention education efforts so that initiatives reflect local realities, cultural contexts, and community-defined needs (Fotheringham & Phung, 2025a, 2025b). This positions communities as active partners in designing and strengthening prevention education, rather than as passive recipients. Findings also highlighted the importance of ensuring broader service systems are prepared to respond appropriately as awareness, disclosure, and help-seeking increase (Fotheringham & Phung, 2025a, 2025b).

In addition to broader prevention education and capacity-building efforts, comprehensive sexual violence education also includes sexual health education as an important complementary strategy. Sexual health education is recognized as an important component of sexual violence prevention because it helps build knowledge, skills, and protective factors related to bodies, boundaries, consent, healthy relationships, sexuality, and respect (Litviniuc & Wells, 2022a). While these foundational concepts are important, they should be complemented by education that explicitly addresses sexual violence, including its causes, dynamics, myths, impacts, and prevention.

Findings from Phase II strengthened the case for this comprehensive approach, particularly for populations facing barriers to accessing accurate, inclusive, affirming, and developmentally appropriate information. Participants emphasized that gaps in sexual health education can increase vulnerability by limiting individuals' ability to recognize harmful behaviours, understand healthy relationships, navigate identity and relationships safely, and seek support when needed. This was particularly emphasized in relation to people with diverse abilities, 2SLGBTQI+ communities, youth, and newcomer populations, where stigma, discrimination, cultural norms, language barriers, or exclusion may restrict access to relevant information (Fotheringham & Phung, 2025a, 2025b).

Priorities

THEME 4.0 PRIORITIES

4.1	Build on findings from sector audit on education/awareness/training efforts to identify and strengthen education and capacity-building initiatives that advance sexual violence primary prevention across communities. This includes: • ·Strengthening education across the lifespan related to sexual violence prevention, consent, healthy relationships, sexual health, and the broader social and structural factors that contribute to sexual violence. • ·Ensuring education is accessible, relevant, and inclusive for people with diverse abilities, 2SLGBTQI+ communities, older adults, and newcomer populations, particularly where stigma, discrimination, cultural norms, language barriers, or exclusion may limit access to information and resources. • Implementation should be grounded in meaningful community engagement, relationship-building, and co-creation to ensure initiatives reflect local realities, trusted relationships, and community-defined needs.
4.2	Building on the findings from the sector audit of education/awareness/training efforts, advocate for resources to enhance coordination, evaluation and scaling of effective prevention education and capacity-building initiatives across the sector.
4.3	Develop and support sexual health education as part of a wider sexual violence prevention education strategy for Albertans across the lifespan, particularly for populations facing barriers to inclusive, affirming, or developmentally appropriate education.

THEME 5.0:

Adults Who Use Sexual Violence & Children/ Youth with Problematic Sexual Behaviour

Rationale

Working with adults who use sexual violence, as well as children and youth exhibiting problematic or harmful sexual behaviours, is an important part of the broader sexual violence prevention continuum. However, these populations are not the same and require distinct responses. Work with adults who use sexual violence aligns primarily with tertiary prevention, focusing on accountability, intervention, and reducing the risk of future harm (Okita, 2011).

In contrast, children and youth who exhibit problematic sexual behaviours must be understood through developmental, trauma-informed, and prevention-oriented lenses (Fotheringham, 2022). Young people who engage in problematic sexual behaviour are a highly heterogeneous population with differing developmental needs, pathways, risks, and protective factors, and should not be equated with adults who sexually offend (Fotheringham, 2022). Early identification, intervention, and specialized supports for children and youth are important prevention strategies that can reduce harm, strengthen healthy development, and prevent future victimization (Fotheringham, 2022).

Recent work conducted by AASAS identified significant gaps in specialized intervention and treatment for children and youth with problematic sexual behaviour in Alberta (Fotheringham, 2022). Research also indicates that pornography exposure and use are associated with problematic sexual behaviour in children and youth, influencing young people's understandings of sex, sexualization, relationships, and consent, while increasing the risk of technology-assisted sexual violence (Wright et al., 2016).

As Shift's primary prevention framework highlights, digital spaces are increasingly being exploited to facilitate sexual harm, underscoring the importance of equipping children and youth with digital literacy, healthy sexuality education, and the skills to navigate online relationships and sexual content safely and critically (Litviniuc & Wells, 2022a). Phase II findings further reinforced the importance of this work, particularly in relation to 2SLGBTQIA+ youth, where participants highlighted the unique role online spaces can play in identity exploration, relationships, community connection, and access to information, while also increasing exposure to harassment, exploitation, harmful relationship dynamics, and other forms of technology-facilitated sexual harm (Fotheringham & Phung, 2025a, 2025b).

Priorities

THEME 5.0 PRIORITIES

5.1	Support the development and enhancement of coordinated, accountability-focused system responses for adults who use sexual violence by advocating for and collaborating with justice, health, and community partners, with the goal of reducing future harm and preventing reoffending
5.2	Support and advocate for the development of safe, confidential, and non-stigmatizing system pathways for adults to access appropriate supports related to harmful sexual thoughts, urges, or behaviours before harm occurs.
5.3	Develop and enhance specialized early intervention, assessment, and treatment responses for children and youth exhibiting problematic or harmful sexual behaviours, recognizing their distinct developmental, trauma-informed, and family-centred support needs.
5.4	Deepen the sector's understanding of the evolving role of pornography, online sexual content, and digital environments in shaping sexual knowledge, attitudes, behaviours, consent, and technology-assisted sexual violence.
5.5	Develop prevention initiatives that address the impact of pornography and digital sexual content on sexual knowledge, attitudes, relationships, consent, and harmful sexual behaviours, particularly among children, youth, and 2SLGBTQIA+ youth.
5.6	Build the capacity of professionals and service providers to effectively identify, assess, and respond to children and youth exhibiting problematic or harmful sexual behaviours through specialized, developmentally appropriate, trauma-informed training and practice support

THEME 6.0:
Work with Men and Boys

Rationale

Working with men and boys is espoused as a key primary prevention strategy (CDC, 2016; Litviniuc & Wells, 2022a), as adherence to sexist and patriarchal gender norms is a predictor of gender-based violence (Tharp et al., 2012). Men and boys therefore play an important role in building and fostering safe, healthy, equitable relationships and spaces with partners, peers, family, community, and society (Wells & Claussen, 2021). Engaging men and boys also advances social norm change by challenging harmful beliefs and expectations about masculinity, relationships, power, and violence, while promoting positive norms grounded in respect, equity, empathy, healthy relationships, and accountability (Wells, Pascoe et al., 2023). As men and boys model and reinforce these behaviours within their families, peer groups, workplaces, schools, and communities, they can help create social environments that are less tolerant of violence and more supportive of gender equity. This work is increasingly important in the context of evolving online environments, where exposure to harmful ideologies, including Incel communities, alt-right movements, and the broader "manosphere," can reinforce misogyny, normalize violence against women, and foster attitudes and beliefs associated with gender-based violence (Aiolfi et al., 2024; Litviniuc & Wells, 2022a).

Findings from Phase II further support the importance of engaging men and boys in prevention efforts, while emphasizing that these approaches must be culturally relevant, relationship-based, and grounded in community. In several contexts, participants emphasized the importance of engaging trusted, healthy male leaders, mentors, Elders, religious or ethnocultural leaders, and other influential men to foster dialogue, challenge harmful beliefs, reduce stigma, and model healthy, respectful relationships and masculinity. Indigenous participants, for example, highlighted the importance of creating space for work with Indigenous men and boys that supports healing, skill-building, positive role modelling, and reconnection to culture. Similarly, some racialized, immigrant, and newcomer participants emphasized the importance of engaging men and boys through mentorship, culturally relevant education, and trusted community leadership to explore masculinity, challenge harmful gender norms and promote healthier and safer expressions of masculinity and relationships (Fotheringham & Phung, 2025a, 2025b).

Priorities

THEME 6.0 PRIORITIES

6.1	Co-develop and expand inclusive, accessible, and culturally relevant initiatives that engage men and boys in sexual violence prevention by strengthening their capacity to build healthy, respectful, and equitable relationships; challenge harmful gender norms; and promote positive masculinity, empathy, accountability, and allyship. Examples include: • Safe spaces for dialogue and reflection • Peer support or mentorship initiatives • Community-based programs that foster healthy relationships skills, prevention leadership, and connection to culture and healing.
6.2	Develop initiatives that address the influence of online environments, harmful gender ideologies, pornography, and other digital content that may normalize misogyny, reinforce harmful beliefs, or contribute to sexual violence and gender-based harm among men and boys.
6.3	Proactively engage trusted male leaders, mentors, Elders, religious and ethnocultural leaders, and other influential men—including within Indigenous, racialized, immigrant, and newcomer communities—to support culturally relevant prevention efforts, foster dialogue, and challenge harmful social norms.

THEME 7.0: Systemic Change

Rationale

An important aspect of primary prevention occurs at the structural and systemic level (Litviniuc & Wells, 2022a). Structures, systems, institutions, and policy environments shape the social conditions in which sexual violence occurs and can either reinforce or help prevent harm (Litviniuc & Wells, 2022a). Systemic prevention includes a broad range of efforts, including strengthening institutional policies, addressing legislative and regulatory gaps, improving professional education, influencing digital environments, and responding to emerging structural issues as they arise. Member agencies and AASAS already engage in important systems-level advocacy within their respective communities and sectors, and maintaining the ability to respond strategically to evolving opportunities for structural change remains essential.

Recognizing the breadth of systemic prevention work, the working group identified several priority structural actions to focus on at this time. These priorities reflect both established evidence and findings from Phase II consultations, which reinforced that effective prevention requires action beyond individual behaviour change.

Phase II findings identified comprehensive sexual health education as an important component of sexual violence prevention, particularly for 2SLGBTQI+ communities and people with diverse abilities (See Theme 4.0). Participants described gaps in education related to consent, boundaries, healthy relationships, sexuality, and bodily autonomy as contributing to vulnerability, while 2SLGBTQI+ participants also identified policy barriers that limit access to inclusive sex education in schools (Fotheringham & Phung, 2025a, 2025b). These findings support the need for systems-level advocacy to ensure sexual health and sexual violence education is comprehensive, accurate, inclusive, accessible, and developmentally appropriate across communities.

Phase II consultations supported findings from the Strong Women's Circle report that sexual violence prevention for Indigenous Peoples cannot be separated from the ongoing impacts of colonization and colonial systems (McLeod et al., 2022). Participants consistently described sexual violence as rooted in intergenerational trauma, systemic racism, institutional oppression, and policies that continue to marginalize Indigenous Peoples (Fotheringham & Phung, 2025a, 2025b). Prevention was therefore framed not only as individual or community-level action, but as requiring broader efforts to decolonize systems and institutions, including justice, child welfare, health, education, and other sectors that shape safety, wellbeing, and access to support.

Participants from 2SLGBTQI+ communities emphasized the importance of inclusive policy environments, meaningful consultation, and systems that reflect diverse identities and lived experiences. Findings highlighted the role that belonging, inclusion, and representation play in reducing vulnerability and supporting prevention, underscoring the importance of policies and practices that foster safe and inclusive environments (Fotheringham & Phung, 2025a, 2025b).

Consultations also reinforced that prevention with Indigenous communities and equity-deserving groups must be grounded in long-term relationship building, trust, co-design, and community leadership (Fotheringham & Phung, 2025a, 2025). Thus, this work cannot be achieved through short-term or narrowly program-focused funding approaches, highlighting the importance of sustainable investment models that support relational, community-driven prevention.

Several additional priorities reflect broader evidence-informed structural prevention strategies identified by the working group. Advocating to regulatory bodies to prioritize and strengthen education on sexual violence represents an important systems-level intervention that can strengthen the knowledge and capacity of future professionals, aligning with Theme 4.0. Research also indicates that weak laws and policies are risk factors for the perpetration of sexual violence, making legislative review and advocacy an important prevention strategy that can strengthen accountability, establish expectations of behaviour, and create social conditions that discourage violence (CDC, 2016). Similarly, the regulation of online content and pornography was identified as an important structural issue given growing concerns about young people's exposure to harmful sexual content, digital harms, and broader risks associated with online environments, as described in Theme 5.0. Finally, Phase II highlighted opportunities to strengthen institutional policies, training, accountability, and prevention practices, particularly within care, support, and service settings that serve older adults, people with diverse abilities, and other populations at increased risk for sexual violence due to social and structural inequities (Fotheringham & Phung, 2025a, 2025b).

Priorities

THEME 7.0 PRIORITIES

7.1	Advocate for and support systems-level policies, practices and accountability mechanisms that advance the primary prevention of sexual violence including through decolonizing, culturally safe, and identity-inclusive approaches.
7.2	Advocate to relevant regulatory and professional bodies to prioritize and strengthen education on sexual violence within post-secondary programs preparing professionals who work with people (e.g., nursing, social work, law, education, medicine).
7.3	Identify and examine legislative and regulatory gaps related to sexual violence, including sexual harassment, and strengthen advocacy to address identified gaps.
7.4	Advocate for stronger regulation and safeguards related to harmful online content, including pornography access, to reduce risks associated with digital sexual harms and youth exposure.
7.5	Identify and develop evidence-informed best practices for institutional prevention and response to sexual violence, strengthening the sexual violence sector's capacity to support institutions in implementing safer policies, practices and environments.
7.6	Advocate for comprehensive, developmentally appropriate sexual health and sexual violence education across the lifespan, including healthy relationships, consent, gender equity, and inclusive content relevant to diverse communities.
7.7	Advocate for sustainable, long-term funding models that support relationship-based, community-led primary prevention, including co-design initiatives with Indigenous communities and equity-deserving groups. • Advocate for funding models for Indigenous-specific prevention work that align with Indigenous ways of knowing, community priorities, relational accountability, and culturally grounded approaches to measuring impact.

THEME 8.0:
Research & Evaluation

Rationale

Further research is needed to better understand the nature, drivers, and impacts of sexual violence in Alberta, as well as the most effective strategies for prevention (Litviniuc & Wells, 2022a). Further, strengthening the evidence base is essential to ensure prevention efforts are responsive, effective, and grounded in the realities of diverse communities, particularly given the limited evidence available for Indigenous and equity-deserving communities (Fotheringham & Phung, 2025a, 2025). It is important for the sexual violence sector to help shape its own research and evaluation agenda, identify priority knowledge gaps, and collaborate with academic, community, government, and cross-sector partners to generate and use evidence.

Research and evaluation are also critical for understanding whether prevention initiatives are achieving meaningful outcomes, informing continuous improvement, and supporting accountability to funders, stakeholders, and communities (Litviniuc & Wells, 2022a). Sharing findings across the sector and with broader prevention partners can strengthen collective learning, reduce duplication, support the scaling of effective practices, and build momentum for coordinated prevention action (Litviniuc & Wells, 2022a).

Priorities

THEME 8.0 PRIORITIES

8.1	Develop a practice-informed, community-driven sexual violence research agenda that identifies priority knowledge gaps, strengthens sector capacity, and advances prevention knowledge and practice through meaningful collaboration and co-creation with Indigenous Peoples, equity-deserving groups, researchers, and key partners.
8.2	Design and implement regular provincial data collection initiatives to better understand the prevalence, nature, drivers, and impacts of sexual violence in Alberta, including comparison with police-reported data, population surveys, and public attitudes and behaviours related to sexual violence.
8.3	Advocate for sustained investment in evaluation and prevention measurement to assess the effectiveness, impact, and outcomes of primary prevention initiatives and support continuous learning and improvement across the sector.

THEME 9.0:

Healing & Recovery is Prevention

A core belief

Held by the AASAS network is that:

“Healing is a form of prevention because healthy individuals and healthy communities help break cycles of abuse.”

Rationale

Continued investment and practice at the secondary and tertiary prevention levels are necessary to advance primary prevention. Intervention work, including trauma healing, services for those who use violence, and supporting children and youth who have experienced abuse, can help prevent future acts of violence and reduce intergenerational harm (Ahmed & Shaban, 2025). A core belief held by the AASAS network is that healing is a form of prevention because healthy individuals and healthy communities help break cycles of abuse.

It is well established in the literature that exposure to sexual violence in childhood is associated with a range of complex negative outcomes, including increased risk for later sexual violence victimization and perpetration (Tharp et al., 2012). Supporting survivors to heal, particularly children and youth, may therefore help interrupt the transmission of violence across generations.

Findings from Phase II found that healing, belonging, and social connection are foundational to sexual violence prevention. Across communities, participants described how trauma, colonization, racism, exclusion, stigma, and disconnection from culture, identity, and community can increase vulnerability to violence, while fostering belonging, healing, and meaningful connection can strengthen resilience, well-being, and protective factors (Fotheringham & Phung, 2025a, 2025b).

For Indigenous participants in particular, healing was understood not simply as a response to violence, but as prevention itself. Participants emphasized that preventing sexual violence requires addressing the ongoing impacts of colonization, intergenerational trauma, cultural disconnection, and community harm through broad healing efforts that restore belonging, identity, wellness, and connection. Indigenous-led healing approaches grounded in culture, ceremony, Elders, traditional teachings, and cultural reconnection were identified as essential prevention pathways, reflecting the understanding that healing individuals, families, and communities from colonial harm is itself a strategy for preventing future violence (Fotheringham & Phung, 2025a, 2025b).

More broadly, participants emphasized the importance of ensuring healing and support services are accessible, inclusive, culturally responsive, and reflective of the diverse ived experiences and needs of Indigenous Peoples and equity-deserving groups. Together, these findings reinforce that prevention is not only about stopping violence before it occurs, but also about creating the conditions in which individuals, families, and communities can heal, connect, belong, and thrive (Fotheringham & Phung, 2025a, 2025b).

Priorities

THEME 9.0 PRIORITIES

9.1	Maintain and enhance specialized intervention services to support sexual violence survivors to heal.
9.2	Advocate for increased capacity within Children's Services to appropriately identify, assess, and respond to children who have experienced sexual violence.
9.3	Advocate for policies and supports that enable non-offending parents and caregivers to access sexual violence services for children who have experienced sexual abuse, particularly where an offending or non-supportive parent presents barriers to service access.
9.4	Advocate for a review of legislative and policy barriers that may prevent children who have experienced sexual abuse from accessing timely sexual violence services when supported by a non-offending parent or guardian.
9.5	Support the development, expansion, and long-term sustainability of healing approaches that foster belonging, cultural connection, and community wellness as protective factors in sexual violence prevention, including Indigenous-led healing approaches grounded in ceremony, traditional teachings, Elders, cultural reconnection, and collective healing from colonial harm.
9.6	Strengthen coordination, collaboration, and access across the continuum of services to ensure healing and support services are accessible, inclusive, culturally responsive, and reflective of the diverse needs and lived experiences of Indigenous Peoples and equity-deserving groups.

Conclusion

Preventing sexual violence requires sustained, coordinated, and evidence-informed action across individuals, communities, organizations, and systems. The priorities presented in this report begin with the foundational work needed to strengthen the sector's capacity for prevention, followed by key areas where AASAS and its member agencies are well positioned to lead, collaborate, advocate, and drive systems-level change. Building on Shift's foundational prevention framework, these priorities integrate current evidence, sector expertise, and the voices of Indigenous Peoples and equity-deserving communities to provide a strategic direction for advancing the primary prevention of sexual violence across Alberta.

Although implementation will depend on available resources, partnerships, and opportunities, these priorities provide a practical foundation for coordinated action across the province. Together, they support a comprehensive approach to prevention by strengthening protective factors, promoting equity and belonging, challenging harmful norms, and creating the social, cultural, and institutional conditions in which sexual violence is less likely to occur. By advancing these priorities, Alberta's sexual violence sector can continue to play a leadership role in preventing sexual violence before it occurs and fostering healthier, safer communities for all

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