

FOR IMMEDIATE RELEASE

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START-UP SOTERIA SOLUTIONS PROVIDES SCHOOLS AND WORKPLACES WITH INNOVATIVE SOLUTIONS TO PREVENT AND MITIGATE SEXUAL AND INTERPERSONAL VIOLENCE AND HARASSMENT

A spin-off of the UNH Prevention Innovations Research Center, Soteria Solutions delivers proven solutions and methodologies developed through a decade of research and evaluation

Durham, New Hampshire – June XX, 2018

Jane Stapleton and Sharyn Potter, executive directors and co-founders of the Prevention Innovations Research Center (PIRC) at the University of New Hampshire, have announced the launch of Soteria Solutions, a non-profit company dedicated to providing innovative tools and strategies to reduce sexual and interpersonal violence and harassment. Working with high school, college and workplace partners, Soteria Solutions seeks to build sustainably safe and respectful school and workplace cultures.

Soteria Solutions' flagship product is the internationally recognized Bringing in the Bystander[®] College Prevention Program. Developed within PIRC and licensed to more than 600 (I think) colleges and universities and their partners in the U.S. and around the world, Bringing in the Bystander is a proven, research-informed curriculum that gives students tools to safely and effectively intervene in situations where an incident is occurring, or where other students may be at risk.

The success of Bringing in the Bystander has been driven by the positive results seen at partner institutions. At Connecticut State Colleges & Universities, for example, Victim Advocacy & Violence Prevention Specialist Sarah Dodd says, "This program has been a strong addition to our prevention programming and the feedback from students has been excellent."

Having proven its effectiveness within the research-focused environment of PIRC, Bringing in the Bystander and other prevention and response solutions will now benefit from additional investment as they move to Soteria Solutions—this investment will enable expansion of the

products to new user communities as well as enhanced implementation support for practitioners. A Bringing in the Bystander solution for corporate and military workplaces is now available, and a new curriculum for high schools will launch in July 2018. An annual High School Training Institute launches in August 2018 to provide high school practitioners with additional training and community collaboration opportunities.

Along with Bringing in the Bystander, Soteria Solutions will offer the Know Your Power® Bystander Social Marketing Campaign. This messaging campaign tool has been demonstrated to resonate with students while reinforcing important bystander principles.

Soteria Solutions President, Jane Stapleton, explains how research informs the solutions Soteria delivers, “Study after study has shown the challenges that high schools, colleges, and workplaces face in reducing sexual and interpersonal violence and harassment. Soteria Solutions applies research that has been shown to address these challenges, enabling us to give our school and workplace partners proven solutions and strategies.”

Sharyn Potter, VP of Research and Chair of the Soteria Solutions Board, ensures research continues as a vital element in all prevention and response strategies Soteria Solutions develops and uses to assist its partners. “We use focus groups, quantitative research, strategy design, and evaluation to ensure that our tools provide partners with the demonstrated solutions they need to end sexual and interpersonal violence and harassment.”

As co-founders of the Prevention Innovations Research Center, Stapleton and Potter have created extensive original research about sexual violence prevention and response. They are routinely called upon by academic, military, and government bodies for input and guidance, and their work has been recognized through both awards and participation on bodies such as President Obama’s *White House Task Force to Protect Students from Sexual Assault*.

Jennifer Scrafford is Soteria Solutions, VP of Operations, responsible for all aspects of delivering solutions to partners. In her role as the Commercialized Product and Training Manager at PIRC she has worked extensively with customers and partners and understands what they need to successfully implement Soteria Solution’s tools and practices within their own organizations.

Soteria Solutions is a 501(c)(3) non-profit organization located in Durham, New Hampshire, near the Prevention Innovations Research Center offices to enable continuing collaboration.

In a joint statement Stapleton and Potter said, “This is a pivotal time for those of us dedicated to providing safer, more respectful academic and work environments—environments which are

free from sexual and interpersonal violence and harassment. As our larger society grapples with the impact of these problems, the launch of Soteria Solutions will enable us to expand the circle of practitioners who are able to reduce its occurrence.”

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