It’s Your Place: Development and evaluation of an evidence-based bystander intervention campaign
Purpose & Formative Research

To prevent sexual assault and increase bystander intervention

Formative Research

• Women’s Health Research Team ([hhp.cofc.edu/whrt](http://hhp.cofc.edu/whrt))
• 8 Focus Groups (n = 69)
  • Gender-specific (4 female, 3 male, 1 LGBTQ)
• Purposive Sampling
  • Greek Life
  • Student athletes
  • Self-identified as LGBTQ
• Participant Incentives
  • $30 and light refreshments for 2 hours
#YesAllWomen experience sexism and misogyny on campus

“I do not know too many women who have NOT been sexually harassed... it’s just been so normalized to them - that type of violence toward their bodies.” -LGBTQ Focus Group

“She’s playing hard to get:” The myth that rape is falsely reported

“I know dudes who…don’t go into a situation thinking that a girl’s gonna say no to them. Then if she does say no, they don’t believe it. Like she’s just playing hard to get.” -Male Focus Group

Blurred Lines

“I feel like guys kind of feel entitled to it, it’s not like ‘I’m going to rape this girl,’ it’s like ‘she probably wants to have sex with me so I’m going to have sex with her’…They aren’t like ‘I’m going to rape her,’ they think they’re entitled to have sex with the girl so they do it.” - Female Focus Group
Findings

It’s not my place: Ruining a good time
“I’ve had issues where I’ll be out with male friends who take advantage of girls who are not coherent. And sometimes – a lot of times I step in but sometimes I, honestly – like I’ve never seen a friend of mine full out rape a girl or whatever, but a lot of times I’m like I don’t have anything to do with that. And I felt bad about it afterward. But at the time it’s kind of awkward when you’re all out together and it’s the boys and he sees one he wants so he goes does what he does, and you just kind of turn a blind eye to it.” -Male Focus Group

Barriers to reporting: The role of alcohol
“So like say I’m hammered, and I’m partly at fault for this because I’m hammered, I am wearing a really short dress, you know, that’s putting me in a negative light, I probably wouldn’t go report it to my coach at least because I could get in trouble through athletics for that.” -Female Athlete

You gotta be real
"You gotta be informative, you gotta be to the point, you gotta be real.” -Male Focus Group
A female participant agreed that the most effective messaging would include, “like a ‘what the f***?’ facts.”
Campaign

Messages

• It’s Your School. It’s Your City. It’s Your Place.
• It Is Your Place: You’re Not Ruining a Good Time.
• What Happens in College…Stays with You Forever

Communication Channels

• Peer-to-Peer Training: Orientation; FYE
• Athletic Events, College-Related Events
• Traditional Media (posters)
• Website go.cofc.edu/itsyourplace
• Videos (YouTube)
• Social Media (Facebook, Twitter, Instagram, Vine, YikYak)
• Giveaways (t-shirts, cups, stress balls)
Social Video

- Partnership with People Against Rape (PAR)
- Fictional scenario leading to a sexual assault and highlights opportunities and strategies for how and when to intervene in a real-life situation:

https://www.youtube.com/watch?v=LskOE9xDuzQ&feature=youtu.be
Videos: It’s Your Place to Prevent Sexual Assault

Public Service Announcement
https://www.youtube.com/watch?v=RIcffJgtvSQ&list=UU7uz5eStbaIdGvNUxiP1Q
Social Media Posters

- IT’S YOUR PLACE to prevent sexual assault

IT’S YOUR PLACE to prevent sexual assault

#ItsYourPlace

You weren’t “friend zoned” she’s just not that into YOU.

#ItsYourPlace

COLLEGE of CHARLESTON
A Bystander Intervention Campaign at the College of Charleston
Evaluation

• Anonymous web-based survey to evaluate campaign
  • Qualtrics
  • $25 gift card incentive (Caviar & Bananas, Starbucks, Barnes & Noble)
  • Ongoing until May 1, 2015

• 1,135 participants
  • Female (80.9%; n=918)
  • 17-27 years old (M=20.2; SD=1.6)
  • Majority White (86.2%; n=978) or Black (7.7%; n=87)

• 56.1% (n=637) heard of the It’s Your Place campaign or seen campaign messages:
  • Email (20.9%; n=237)
  • Posters (42.4%; n=481)
  • Social media (20.3%; n=230)

• Based on It’s Your Place messages:
  • Over one-third of participants (35.9%; n=407) considered intervening, and
  • 16.7% (n=189) were prompted to discuss bystander intervention

• Approximately 50% of participants believed the campaign was 1 of the top 3 best ways to educate college students about sexual assault and bystander intervention.
Future Directions

• Evaluation data to improve campaign

• On-going campaign implementation

• Sharing: Publications and Presentations
Questions??

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