Not Alone

The title of the project is "Not Alone," which is a movement against sexual assault. It includes a campaign to raise awareness and support for survivors.

Purpose

The purpose of the campaign is to increase bystander intervention and prevent sexual assault, which may include sexual violence, sexual harassment, intimate partner violence, or stalking.

Questions & Discussion

Contact the Division of Health Research Issues for more information.
Dr. Andrew Schiller, Director of Health Research Issues
Phone: 804-919-1363
Email: aschiller@vcu.edu
Website: vcu.edu/health

Women’s Health Research Team

Primary Research

- Literature review
- Survey development
- Data collection
- Data analysis
- Report writing

Findings

"Belief that people mean for harm when they don’t do what people expect of them can lead to more aggression than they intended."" We should be more vigilant and proactive.

The Campaign

It’s Your Place

- To promote awareness and understanding
- To increase bystander intervention

Round One of Printed Posters

Evaluation

Spring 2015
- Survey: understanding sexual assault
- Web-based survey
- Focus group discussion

You’re Invited

The Women’s Health Research Team is excited to present a workshop on Wednesday, October 13th, from 5:00pm to 6:00pm in the S. M. Center, Room 208.

The workshop will cover the Not Alone campaign, including its goals, methods, and findings. Attendees will have the opportunity to participate in discussions and activities related to the campaign. Light refreshments will be served.

Prezi
It's Not My Place: A Bystander Intervention Campaign at the College of Charleston

Andrea L. DeMaria, PhD, MS
Assistant Professor
Public Health
Women's & Gender Studies

Beth Sundstrom, PhD, MPH
Assistant Professor
Communication
Public Health

Jeri Cabot, PhD, MA
Interim Executive Vice President for Student Affairs
Dean of Students

hhp.cofc.edu/whrt
facebook.com/womenshealthresearchteam
WHRT_CofC
Not Alone

The First Report of the White House Task Force to Protect Student's From Sexual Assault (April 2014)

One in five women is sexually assaulted while in college.

1 is 2 Many
Step One: Listening

The Centers for Disease Control and Prevention

Effective programs are:
- Sustained (not brief, one-shot educational programs)
- Comprehensive
- Address the root individual, relational and societal causes of sexual assault.

More research is needed to develop and evaluate evidence-based programming to prevent sexual violence on campus.
Getting everyone to step in: bystander intervention

It's On Us
The purpose of the campaign is to increase bystander intervention and prevent sexual misconduct, which may include sexual assault or rape, sexual harassment, intimate partner violence, or stalking.
Formative Research to Develop the College of Charleston's Bystander Intervention Campaign
Primary Research

8 Focus Groups (n = 69)
Gender-specific (4 female, 3 male, 1 LGBTQ)
  • Moderator/Co-moderator Training
Purposive Sampling
  • Members of Greek Life
  • Student athletes
  • Self-identified as LGBTQ
Participant Incentives
  • $30 and light refreshments for 2 hours of time
Findings

“Colleges are more focused on teaching girls how to not get raped or what to do if they do get raped when we should be teaching guys that [rape] is not okay.”
#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
“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
"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.”
The Campaign

It's Your Place

Goals

- To increase awareness of sexual misconduct
- To increase bystander intervention
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

1. New-student orientation (Haven)
2. Curriculum: First Year Experience, Syllabi
3. Peer-to-Peer Facilitators (e.g., Honor Board sexual misconduct training)
   • Athletics
   • Greek Life
   • Student Government
   • Others (such as Charleston 40, etc.)
4. Promotion
Promotion

Traditional Media
  • Posters

Social Media
  • Facebook
  • Twitter
  • Videos
    • Vine/Instagram Video Series
    • YouTube Videos
    • PSAs at Athletic and Other College-Related Events
Round One of Printed Posters

**1 IN 5**

"One in five women is sexually assaulted while in college."

**90% OF RAPES ARE COMMITTED BY AN ACQUAINTANCE**

It's your place to prevent sexual assault:
You're not ruining a good time.

**IT'S YOUR SCHOOL. IT'S YOUR CITY. IT'S YOUR PLACE.**

It's your place to prevent sexual assault:
You're not ruining a good time.

**A YES AT THE BAR ISN'T A YES IN THE BED.**

What happens in college...stays with you forever.

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**Evaluation**

**Spring 2015**

- Haven: understanding sexual assault
1 in 5

“One in five women is sexually assaulted while in college.”

It’s your place.

College of Charleston
Office of Victim Services

College of Charleston
Department of Public Safety
90% of rapes are committed by an acquaintance

It's your place to prevent sexual assault:
You're not ruining a good time.

It's your place.
IT’S YOUR SCHOOL. IT’S YOUR CITY. IT’S YOUR PLACE.

It’s your place to prevent sexual assault:
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IT’S YOUR PLACE.

COLLEGE of CHARLESTON
OFFICE OF VICTIM SERVICES

COLLEGE of CHARLESTON
DEPARTMENT OF PUBLIC SAFETY
A YES AT THE BAR ISN’T A YES IN THE BED.
What happens in college...stays with you forever.

IT’S YOUR PLACE.

COLLEGE of CHARLESTON
OFFICE OF VICTIM SERVICES

COLLEGE of CHARLESTON
DEPARTMENT OF PUBLIC SAFETY
Mobile Media

- Text
- Mobile Application (App)

An app to “keep track of your friends and make sure everyone is okay.”

Report
- Report anonymous tips
- Receive safety alerts
- See local crimes
- Blue Light: send an emergency signal to Public Safety with GPS location
- 911: call local police

Connect with friends, family, and fellow students in your area
- “Come get me” – GPS
- “Call me” – interrupt
- Anonymously map incidents and interventions
- Make it home safe

Bystander Information
- Reporting numbers/hotlines
- Local numbers (Cougar Shuttle)
- How to intervene
- Gaming (Bystander Intervention Scenarios)
Connect with friends, family, and fellow students in your area

- “Come get me” – GPS
- “Call me” – interrupt
- Anonymously map incidents and interventions
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Report

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- Reporting numbers/hotlines
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- How to intervene
- Gaming (Bystander Intervention Scenarios)
Evaluation

Spring 2015

• Haven: understanding sexual assault
• Web-based survey
• Focus group discussions
# Campaign Timeline

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You're Invited

It's Your Place Bystander Intervention Campaign Launch

Wednesday, October 15th
3:30pm to 4:30pm
Stern Center, Room 205

Join us to learn more about the College of Charleston’s Bystander Intervention Campaign, titled: It’s Your Place. See campaign materials including a video, printed posters, and more. Hear about the formative research process used to develop the campaign. Meet members of the team who have become experts in the topic. Learn about how Bystander Intervention has become a national hot topic.

It’s Your Place is a collaboration between the Sexual Misconduct Committee, Dr. Beth Sundstrom (Communication), Dr. Andrea DeMaria (Public Health), the Women’s Health Research Team, and People Against Rape.

Light refreshments will be served.
Women's Health Research Team
WHRT History

- Started by Dr. DeMaria and Dr. Sundstrom in Spring 2013

- Our mission is to investigate health issues specific to women and adolescent girls, promote interdisciplinary research collaborations, and communicate research findings and health-related information to empower women and girls in our community, South Carolina, and beyond.

- This team is committed to a multi- and interdisciplinary approach to women’s health research, drawing from the behavioral and clinical science, communication, and social marketing fields.
Current Research Team Members

Co-Directors: Dr. DeMaria & Dr. Sundstrom
Associate Director: Dr. Ferrara
Assistant Director: Annalise Baker-Whitcomb
Graduate Research Assistants: Anabel Jones & Helen Adams
Undergraduate Research Assistants:
Research Learning Opportunities

- Qualitative & Quantitative Research Methodologies
- Software & Program Training
  - SPSS
  - Qualtrics
  - HyperResearch
  - SoundNote
  - Zotero
- Literature Reviews
- Scientific & Grant Writing
- Possibility of Presentations and Publications
- CITI Training
Research Team Expectations

- Attend Bi-Weekly Team Meetings
- Regularly Check Email
- Passionate About Women's Health Issues and Current Research Projects
- Ability to Work Well with Others
- Meet Assigned Deadlines
- Positively Represent the Women's Health Research Team
Benefits of Joining the Women's Health Research Team

• Gain Research Experience
• Collaborate with Professors and Peers
• Build Community Partnerships
• Establish Relationships
  • Advising
  • Recommendation Letters
  • Friendshops
• We have FUN!
How to Join the Women's Health Research Team

- Competitive Application Process
  - Due November 15, 2014
  - Start involvement in January 2015

- Independent Study, Internship, Bachelor's Essay, and Volunteer Opportunities

- Seeking Freshmen, Sophomores, & Juniors
Questions & Discussion

Contact the Women's Health Research Team

e: whrt@cofc.edu
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Dr. Andrea DeMaria: demariaa@cofc.edu
Dr. Beth Sundstrom: BLS@cofc.edu
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Katie Booth: boothke@g.cofc.edu
Colby Gabel: gabelcm@g.cofc.edu