A Bystander Intervention Approach to Preventing Sexual Violence in NY State

Facilitated by: Laura Fidler, Alexis Marbach & Kathleen Cain

New York City Alliance Against Sexual Assault

We will begin soon...
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How To Participate

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- **Audio & PowerPoint Slides** will move automatically throughout the presentation. A recording of this webinar will be available on our website following the presentation.

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The New York City Alliance Against Sexual Assault

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Learning objectives

In today’s workshop, we will:

- Define "bystander intervention" and learn how it fits within the context of the primary prevention of sexual violence.
- Identify theories that inform bystander behavior, such as diffusion of responsibility & the theory of planned behavior.
- Examine how bystander intervention models can change social norms across the Spectrum of Prevention.
- Explain core concepts of prominent bystander intervention strategies, such as assessing community readiness, selecting a target population, and the delivery of specific activities.
- Discuss current knowledge about the effectiveness of bystander interventions to prevent sexual violence

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A Bystander Intervention Approach to Preventing Sexual Violence in NY State

NYS Dept of Health Sexual Violence Primary Prevention Plan, 2009-2017:

“GOAL 3: Create a respectful society changing social norms to empower youth and adults to intervene with peers when necessary to prevent sexual violence.

- ... increase awareness, positive norms, self-efficacy, and skill among youth to intervene with peers to establish respectful, healthy relationships and environments to prevent sexual violence/assaults.
- ... identify and promote appropriate media messages to increase public awareness about sexual violence prevention and bystander intervention.”

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Bystander Interventions to Prevent Sexual Violence

Alexis Marbach
Training and Technical Assistance Coordinator and Public Policy Advocate in the Prevention Department of the California Coalition Against Sexual Assault
Ask Alexis

“Sexual violence prevention is your business”

- Bystander intervention...is it primary prevention?
- Is bystander intervention a prevention model or an orientation to prevention?
- Is it always culturally appropriate to intervene?
- Can bystander intervention change social norms at the community level?
Where did “bystander intervention” originate?
Is it still a relevant concept?
Who is considered to be a “bystander”?  

Bystanders are defined as:  
“...the individuals who observe violence or witness the conditions that perpetuate violence... and because they are not directly involved but have the choice to intervene, speak up, or do something about it” (Baynard 2004).
Kinds of bystanders

- Active / pro-social bystander
- Passive bystander
Think about a time where you witnessed violence or the precursors to violence....

POLL: Did you intervene?

- Yes
- No
- Someone else did
Think about a time where you witnessed violence or the precursors to violence....

TEXT CHAT: What influenced your decision?

• Were you alone?
• Did your role as an SV advocate or prevention educator influence your choice to intervene?
# Bystander Influences

1. Evaluation apprehension
2. Pluralistic ignorance
3. Confidence in skills
4. Modeling
5. Diffusion of responsibility
Do we or don’t we?

society teaches

don't get raped

rather than
don't rape
Are we talking about a concept or a curricula?

- Both! You can use bystander intervention theory and ideas to build upon the work you already do

OR

- You can adopt a bystander intervention curricula and move through a whole campaign.

Real question – what capacity does your agency have?
Introducing a Bystander Engagement Approach

- Assess your organization’s mission and structure
- Choose population
- Assess awareness
- Curricula or your own approach?
- Community leaders
- Build a practice
- Evaluate!
What are the benefits of bystander intervention?

- We engage our whole audience and give each of them a role to play!
- No more rape myth and blame the victim battles!
- We can engage males in a new way!
What are the benefits of bystander intervention?

We can accomplish more than just “rape prevention!”

<table>
<thead>
<tr>
<th>Healthy, age-appropriate, mutually respectful &amp; safe</th>
<th>Mutually flirtatious &amp; playful</th>
<th>Not Age-appropriate and / or non-mutual</th>
<th>Harassment</th>
<th>Sexually abusive &amp; violent</th>
</tr>
</thead>
</table>

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What are the benefits of bystander intervention?

We can target all levels of the socio-ecological model!

Table 1. The Ecological Model

<table>
<thead>
<tr>
<th>Individual</th>
<th>Relationship</th>
<th>Community</th>
<th>Societal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Influences: attitudes and beliefs that support sexual violence; impulsive and antisocial behavior; childhood history of sexual abuse or witnessing violence; alcohol and drug use</td>
<td>Influences: association with sexually aggressive peers; family environment that is emotionally unsupportive, physically violent or strongly patriarchal</td>
<td>Influences: general tolerance of sexual assault; lack of support from police or judicial system; poverty; lack of employment opportunities; weak community sanctions against perpetrators</td>
<td>Influences: inequalities based on gender, race, and sexual orientation, religious or cultural beliefs, economic and social policies</td>
</tr>
</tbody>
</table>
What are the benefits of bystander intervention?

We can change social norms!
Summary of features for effective bystander approaches

1. Notice an event that is on the continuum of SV
2. Consider whether the situation demands your action
3. Decide if you have the responsibility to act
Summary of features for effective bystander approaches

4. Choose what form of assistance to use
5. Understand how to implement the choice safely
And most importantly...

PRACTICE, PRACTICE, PRACTICE!
Bystander work lives on every level of prevention

Primary Prevention
- Approaches that take place BEFORE sexual violence has occurred to prevent initial perpetration or victimization

Secondary Prevention
- Immediate responses AFTER sexual violence has occurred to deal with the short-term consequences of violence

Tertiary Prevention
- Long-term responses AFTER sexual violence has occurred to deal with the lasting consequences of violence and sex offender treatment interventions

Goals of primary prevention

**Change social norms** by changing knowledge, attitudes, beliefs, behavior, and skills that support sexual violence

**Promoting behaviors** that define and support gender equity, healthy relationships, and conflict resolution (inc. safe and effective bystander intervention)
In the End, we will remember not the words of our enemies, but the silence of our friends. -MLK
Bystander Interventions Approaches

- Prevention Education Models
  - Green Dot
  - Mentors in Violence Prevention (MVP)
  - Bringing in the Bystander

- Social Marketing Campaigns
  - SUNY Oneonta

- Social Media & Technology
  - Hollaback’s “I’ve got your back” campaign
  - Circle of 6 App
  - Viral Video: “Sh-t Men Say to Men who say Sh-t to Women on the Street”
Prevention Education: Green Dot

“Green Dots are individual choices – that meet in a shared vision – creating the momentum of a social movement”
Major Tenants of Green Dot

- Persuasive Speech
- Identifying **Early Adopters**
- Bystander Intervention Training
- Social Marketing Campaign
Prevention Education: Mentors in Violence Prevention

Mary Ann Lamneck
Community Educator and Coordinator of Volunteer Programs
VIBS Family Violence and Rape Crisis Center
Mentors in Violence Prevention

VIBS implemented the Mentors in Violence Prevention (MVP) curriculum with YouthBuild Long Island, an organization that serves 18-24 year old participants who cope with poverty, homelessness, and/or the criminal justice system, as a part of their life skills workshops.
Mentors in Violence Prevention

Strengths & Challenges

- The MVP Playbook provides a great resource for brainstorming how to react in specific situations
  - Using the scenarios allows everyone to participate in the discussion
  - Thinking about real situations is a positive way to “connect the dots” on the lessons being taught

- Supplement with more information focused on men as allies against violence
  - Youth discuss victim-blaming attitudes about violence against women “girls are looking for it”

- Exercises to help all participants relate to the material
  - Asks participants who have women that they care about in their life to stand up
Mentors in Violence Prevention

Lessons Learned

The Mentors in Violence Prevention curriculum is a helpful tool to add a bystander intervention orientation to prevention education work.
Prevention Education: Bringing in the Bystander

Heather Campbell
Director of Education
The Advocacy Center
The Advocacy Center began implementing *Bringing in the Bystander* at Tompkins Cortland Community College (TC3) after new residence halls raised issues of domestic and sexual violence on campus.
Bringing in the Bystander

The Advocacy Center and TC3 have collaborated to address this new issue on campus by:

- Working with the Dean of Students and Public Safety Committee on improving school policies
- Implementing prevention education programs and a social norms change campaign
Bringing in the Bystander

- Field tested the *Bringing in the Bystander* curriculum with all Residence Life staff this year
- Next year, they plan to implement the program in the greater campus community
Bringing in the Bystander

NUMBERS TO CALL

Emergency or Police
911

Sexual Harassment and Rape Prevention Program
862-SAFE (7233) (SHARPP)

New Hampshire Statewide Toll Free Hotlines
1-866-644-3574 (Domestic Violence)
1-800-277-5570 (Sexual Assault)

For more information about Bringing in the Bystander contact
www.unh.edu/preventioninnovations
prevention.innovations@unh.edu

The ABCs of Intervention “Active Bystanders Care”
Assess for safety.
Be with others.
Care for victim.

Bringing In the Bystander
A Prevention Workshop for Establishing a Community of Responsibility ©
Plante, Banyard, Moynihan, Eckstein
Bringing in the Bystander

Strengths and Challenges

- Short time commitment: curriculum includes 2 sessions (total of 4 hours of training)
- Is this enough time to change behavior?
- The presentations have been improved by adding more interactive elements.
- Evaluation tool is too long for students to complete and too long for staff to score in a reasonable length of time.
Social Marketing: SUNY Oneonta’s Re-Think Campaign

The Re-think campaign was developed with the lifestyle of the busy student in mind. Instead of being focused on a one-time lecture experience, the campaign consists of a six and a half minute video and the opportunity to get a t-shirt to wear on campus that exposes others to these new culture-shifting messages.

end rape.
stop rapists.
Re-think Rape VIDEO
SUNY Oneonta’s Re-Think Campaign

“I think a lot of the success stemmed from the small amount of time we asked for. A good chunk of my participants were Greek students who normally have to attend a 60-90 minute mandated program. They could do this in 15-20 minutes. It also addressed sexual assault from a place where everyone really does play a role.”

-Rebecca Harrington, Health Educator
SUNY Oneonta’s Re-Think Campaign

“My education professor had me stand up in front of the class and explain what the meaning was. My class was very interested in hearing all about it and getting involved.”

-Program Participant
Social Media & Technology

Circleof6 app
Social Media & Technology

I’ve Got Your Back (Hollaback!)

Christina’s Story: “Not tonight, jerk”

I was walking home late and passed a group of five guys. I'm not sure if it was fate or just a coincidence that they were there. As I turned to me, I tried to just keep chatting with my friend and ignore them, but he started saying something like “sexy mama” or something similar. I walked past them and started yelling about my ass. I could have ignored them, but I knew I was late and they were probably drunk. But they kept yelling, and I couldn’t get away. When I finally looked right at the one doing most of the yelling, I was glad I was in a crowded area. If I’d been in a deserted area, I’m much more afraid to hollaback...

I’ve got your back! 📩
Social Media & Technology

Viral video: *Sh-t Men Say to Men Who Say Sh-t to Women on the Street*
Shit Men Say VIDEO
Effectiveness of Bystander Interventions to Prevent Sexual Violence

- Evaluation of in-person trainings and social media campaigns big difference in results!

- **General trends:**
  - increases in self-reported willingness to intervene
  - increases in perceived bystander efficacy
  - decrease in self-reported rape myth acceptance
  - increase in participant's beliefs about the effectiveness of bystander intervention

- [http://wiki.preventconnect.org/Bystander+Intervention](http://wiki.preventconnect.org/Bystander+Intervention)
Any questions?
Thank you for attending this webinar!

Please contact us with any questions or comments:

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