It's Your Place: Development and evaluation of an evidence-based bystander intervention campaign
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Background
One in five women is sexually assaulted while in college. Bystander intervention offers a promising approach to change social norms and prevent sexual assault. This study presents formative research, implementation, and evaluation of a multimedia campaign to increase awareness of sexual assault and promote active bystander intervention. It is the natural continuation of a previous study conducted to understand target audience’s perceived barriers, potential benefits, competing behaviors, and influence of important others on bystander intervention.

Phase I: Development

- Focus Groups Discussions
  - 8 2-hour focus group discussions
  - 69 male and female participants
  - Poster, email, and in-person recruitment
  - $30 incentive for time and efforts, and light refreshments provided during focus group discussions
  - SoundNote iPad App used to audio record

- Data Analysis and Interpretation
  - All SoundNote audio files transcribed verbatim
  - HyperRESEARCH 3.5.2 facilitated data analysis
  - A constant comparative method of open and axial coding used to analyze data
  - Research team met frequently to discuss emergent themes and findings

- Campaign Proposal
  - Mixed-media campaign
  - Use of social media, text messaging, and posters
  - Development of video series featuring real life scenarios
  - Mobile application adopted for student body to report and track acts sexual misconduct, crime, and bystander intervention

Phase II: Implementation

- Mobile application adopted for student body to report
- Development of video series featuring real life scenarios
- Use of social media, text messaging, and posters
- Mixed-media campaign
- Research team met frequently to discuss emergent themes
- A constant comparative method of open and axial coding

Phase III: Evaluation

- Web-Based Survey
  - n = 1,505
  - Recruitment
    - E-mail, flyers, tabling, gift card raffle incentive
    - 15-20 minutes to complete
    - Multiple choice, Likert scale, short answer

- Theory of Planned Behavior (TPB)
  - Concept design reception questions
    - “In the past six months, have you seen any of the following It’s Your Place campaign ads or messages?”
  - Theory of planned behavior (Ajzen, 1991)
    - “I have sufficient information to decide how to be an active bystander.”
    - “My friends would support my decision to be an active bystander.”
    - “Did the information that you saw, read, or heard about bystander intervention prompt you to do any of the following…”

- Analysis
  - SPSS to analyze data

Results

- 84% of survey respondents were inspired to take action based on the campaign messages.
- TPB model was significant, F(7, 1434)=187.296, p<.0001. The variables in the model predicted about 56% of the variance in intent to intervene.
- There was a significant effect of campaign exposure on attitude F(2, 1436)=11.51, p<.001, on subjective norms F(2, 1436)=15.73, p<.001, and perceived behavior F(2, 1436)=15.72, p<.001 after controlling for the covariates.

Discussion

We can conclude that (a) seeing the campaign impacts attitudes, norms and perceived control and (b) variance in these measures impacts behavioral intentions. The degree to which people saw campaign messages (i.e., once a month to almost everyday) did not impact intent.

New media was vital to our campaign. While respondents favored new media outreach, participants reported seeing posters the most, pointing to their continued importance for dissemination on a college campus.

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