Promising Practices for Training: Engaging Bystanders to Intervene

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Presentation Overview

1) Context of our bystander work
2) Main tenets of bystander intervention strategies
2) Elements that make bystander intervention prevention strategies effective and
3) Applying bystander responsibility concepts to sexual violence and sexual harassment
Context: Approaching Prevention and Response

- Polices that enable due process for the accused
- Comprehensive Prevention Strategies
- Trauma informed policies to help survivors

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Context: Prevention Definition

Prevention is knowledge of the problems of sexual violence and harassment, **PLUS** skills to stop these problems.
Main tenets of BYSTANDER INTERVENTION
Main Tenets:
Bystander Intervention
Main Tenets: Bystander Definitions

- **Bystanders** have the opportunity to provide assistance, do nothing, or contribute to the negative behavior.
- **Prosocial bystanders** are individuals whose behaviors intervene in ways that impact the outcome positively.
Main Tenets:
Bystander Intervention Historical Context

Kitty Genovese
Main Tenets: Bystander Effect
(Darley and Latane, 1969)

• How can good people sit by and watch bad things happen?
• What situational factors contribute to bystander behaviors?
• What are the characteristics of bystanders?
Main Tenets:
Bystanders step in to help when they:

1. possess the knowledge to be aware of problems,
2. recognize that they have a responsibility to act,
3. realize that they have both the skills and confidence to take positive action.
4. are being asked to intervene and have a role model.
Elements that facilitate EFFECTIVE BYSTANDER INTERVENTION PREVENTION STRATEGIES
Effective Bystander Intervention: The Bystander Framework

- Awareness and skill building
- Invites community members to get involved in prevention in order to help others in their community.
- “Everyone has a role to play”
- Break down dichotomy of perpetrators/harassers and victims
Effective Bystander Intervention:
Shift Existing Social Norms

Social pressure to do or say something in situations are often ignored...

- Asymmetrical power dynamics
- Threat of retaliation
Social Norms & Anti-Drunk Driving Messages

1983: US Department of Transportation and the Ad Council. Michael Jackson’s song *Beat It* is playing in the background. https://www.youtube.com/watch?v=262r7Wuut2A

Applying bystander responsibility concepts to SEXUAL VIOLENCE AND SEXUAL HARASSMENT
Two Bystander Intervention Prevention Strategies

1) The Bringing in the Bystander® In-Person Prevention Program

2) Know Your Power® Bystander Social Marketing Campaign

Both Prevention Strategies Incorporate
• Formative Evaluation
• Pilot Evaluation
• Pretest/Posttest and Follow-up Evaluation
What we know:
Target Audience Engagement
What we know: Familiar Context
(Social Self-Identification)

Three men gang raped a woman in 1987 in Stoke Hall, a residence hall at UNH.

Multiple bystanders witnessed this crime and did not intervene.
What we know: Importance of Engaging all community members

Strategies Vary by Person and the Situation
What we know:
Program Evaluation and Precise Program Measures

1. Formative evaluation during program development (e.g., focus groups, surveys).

2. Pretest and posttest methodologies, 5 week, 6 month and 12 month follow-up surveys.
Need Different Strategies

• One prevention dosage will not end sexual harassment and sexual violence in our communities.
In Conclusion...
Prevention and Cultural Change
Thank You.
Please contact me with any questions...
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