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Changing a Campus Climate by Speaking Up! A Collaborative Bystander Intervention Approach

Kristie Damell  
*Stevens Institute of Technology*

Melissa Zarin  
*Stevens Institute of Technology*

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Changing a Campus Climate by Speaking Up!
A Collaborative Bystander Intervention Approach

Kristie Damell, Ed.D., Stevens Institute of Technology
Melissa Zarin, Ph.D., Stevens Institute of Technology
Speak Up! is a facilitated training and awareness campaign that seeks to empower students to intervene when an individual is in need or faced with a questionable circumstance.

The cornerstone of the program is expanding students’ ability to intervene by teaching them the three D’s - Direct, Distract, and Delegate - as tools to prepare them to take action.
Our Cornerstone: The 3 D’s...

**DIRECT**
“Hey, is this person bothering you?”
“Hey, aren’t you in my Engineering class?”
“I just got my period, do you have a Tampon?”
“That comment made me really uncomfortable.”
“I’m going to call the police if you continue harassing them.”

**DISTRACT**
“I think your car is being towed.”

**DELEGATE**
“I’m worried about my friend, I’m calling CAPS.”
“I think Sam has had too much, I am going to talk to the bartender”.
“This party is out of control, I am calling the RA.”
Bystander Intervention

What’s happening on our campuses?
• 54% of the college students who had witnessed someone acting in a sexually violent or harassing manner did nothing¹
• 77% witnessed a drunk person heading for a sexual encounter and also did nothing¹
• 75% of college students with mental health problems do not seek help

Best Practices
• Comprehensive and multipronged²
• Multiple Strategies
• Community approach³
• Sexual Violence: Emphasis on increasing participants’ knowledge of sexual violence and increasing the likelihood of intervention³

Federal Obligations
• Violence Against Women Reauthorization Act, 2013
  • Annual training for new students, faculty staff – inclusive of bystander intervention practices and methods

1. American Association of Universities Climate Survey (2015)
2. McDonald and Flood (2012)
A Stevens Snapshot

- Private, STEM institution – 6600 total
  - Female population: 30%
  - International – 5%
  - Fraternity & Sorority Membership: 37%
  - NCAA Athletes: 23%

- Historically conservative

- Limited Staffing and Resources for education
Why this Approach?

• Shift from Title IX to Bystander Intervention focus
• Increase in Mental Health concerns:
  • Suicides
  • Students witnessing warning signs
  • Anxiety, depression, poor coping skills
  • Drugs and alcohol
• Demanding curriculum (21-23 credits) = limited “free” time
• Small campus = great deal of overlap in programming
• STEM Students = Creating a “language”
Developing Our Model

1. Develop a Bystander Working Group

2. Identify appropriate campus partners and resources.

3. Implement a pilot program.
Step 1: Develop a Bystander Student Working Group

1. Review existing Bystander Intervention programs
2. Identify the situations they encounter
   a. Mental Health/Suicide
   b. Consent/Alcohol
   c. Relationship Violence
   d. Social Media Abuse/Offensive Language
3. Discuss barriers to intervention
4. Brainstorm components of a new Stevens’ specific training model
5. Develop and Advertising Campaign and Slogan
USE THE 3 D’s OF BYSTANDER INTERVENTION

DIRECT
Speak up directly to those involved in sexual assault.

Hey, is this person bothering you?

Be prepared to act. Make the 3 D’s — Direct, Distract, Delegate. — part of your action plan.

DON'T STAND BY. SPEAK UP!

Distract
Change the outcome of sexual assault by diverting attention.

Hey, aren’t you in my engineering management class?

Be prepared to act. Make the 3 D’s — Distract, Direct, Delegate. — part of your action plan.

DON'T STAND BY. SPEAK UP!

Delegate
Ask others to help you speak up about depression.

I'm worried about my friend. I'm calling Stevens counseling.

Be prepared to act. Make the 3 D’s — Delegate, Distract, Direct. — part of your action plan.

DON'T STAND BY. SPEAK UP!
Step 2: Identify Appropriate Campus Partners & Resources

Recruit a diverse group of staff to develop & facilitate the new training.

- Kristie Damell: Associate Dean of Students & Title IX Coordinator (Co-Chair)
- Melissa Zarin: Assistant Director CAPS & Coordinator of Prevention and Outreach (Co-Chair)
- Director of Disability Services
- Head Athletic Trainer
- Head Men’s Baseball Coach
- Resident Advisor/Veteran

*Involve key stakeholders in the development process and determine necessary resources = **Know your budget!**
Step 3: Implement a Pilot Program

Identify target populations to pilot the program and gather survey feedback to determine program effectiveness.

Year 1 (2016-2017) – 500 students
- NCAA Athletes
- Resident Advisors and Orientation Leaders

Year 2 (2017-2018) - 1300 students
- Added Groups:
  - Organization Leaders
  - Campus-wide Trainings
  - Adapted into Freshman Orientation
- Filmed two new scenes
  - Macroaggressions
  - Dating violence
Results

- Increase in CARE and Title IX Reports
- Increase in reports of students actively intervening

Based on survey assessment:
- 90% understood how to use the 3 D’s of intervention
- 87% felt more knowledgeable on campus resources

Improvements for 2018-2019
- Increasing self-efficacy in intervention
  - 79% were more confident intervening
- More engagement in training activities

<table>
<thead>
<tr>
<th></th>
<th>2015-2016</th>
<th>2016-2017</th>
<th>2017–TO DATE</th>
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</thead>
<tbody>
<tr>
<td>CARE Reports</td>
<td>79</td>
<td>115</td>
<td>140</td>
</tr>
<tr>
<td>Title IX Reports</td>
<td>20</td>
<td>22</td>
<td>28</td>
</tr>
<tr>
<td>TOTAL</td>
<td>99</td>
<td>137</td>
<td>168</td>
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</table>
Updates for year 3

Year 3 (2018-2019) – estimate 2000 students:

- Adding Student facilitators
- Target Fraternity & Sorority Members
- Mandatory training for residential students
- Adding Pre-test Assessment
- Incorporate role playing and more engagement from students
- Make curriculum available on our website
- Update Ad Campaign
# Speak Up! Structure (75 minutes)

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<table>
<thead>
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<tbody>
<tr>
<td><strong>1. Self-Reflection Activity</strong></td>
<td>When were you a bystander? Did you intervene?</td>
</tr>
<tr>
<td><strong>2. What is an Active Bystander?</strong></td>
<td>Shift from being passive to active bystanders</td>
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<td><strong>3. What happens on our campus?</strong></td>
<td>Stand-up Activity and statistics</td>
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<td><strong>4. Community Role</strong></td>
<td>What is their role at Stevens/the part they play?</td>
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<td><strong>5. Barriers for Intervention</strong></td>
<td>Open Discussion regarding challenges to intervention</td>
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<tr>
<td><strong>6. Segue into Video</strong></td>
<td>4 Vignettes filmed at Stevens with Stevens members:</td>
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<tr>
<td><strong>7. Breaking it Down</strong></td>
<td>Briefly review each scenario for content</td>
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<tr>
<td><strong>8. The 3 D’s!</strong></td>
<td>Introducing 3 methods of intervention into small-group discussion back to large group.</td>
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<td><strong>8. Video Resolution</strong></td>
<td>Seeing the 3 D’s in action</td>
</tr>
<tr>
<td><strong>9. Resources and Wrap-Up</strong></td>
<td>Reiterating services and restating the 3 D’s/ Self-Reflection Exercise</td>
</tr>
</tbody>
</table>
Think back to a time in your life when you were a bystander.

What happened, and how did you respond or not respond?
What is a bystander?

**Passive Bystander:** A person who is present at an event or incident but does not take part.

**Active Bystander:** A person who is present at an event or incident and takes action to intervene.
What prevents us from intervening?
Quotations are commonly printed as a means of inspiration and to invoke philosophical thoughts from the reader.
Thank you!

Any questions?

kdamell@stevens.edu
mzarin@stevens.edu
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