• Awarded 2 federal grants in Oct. 2009
  – Department of Education & Department of Justice
  – Survey the Undergraduate Population on:
    – Beliefs, Attitudes, Behaviors regarding sexual assault & dating violence
    – Educate Campus about Bystander Intervention as Violence Prevention

• Outreach via:
  – Campus-Wide Media Campaign
  – Train Campus Student Leaders
  – Train Staff & Faculty
  – Mandatory Education for all Incoming Students
Prevalence of Violence

• In one year, about 30% of college students report experiencing dating violence (DV) \(^1\)

• 1 in 4 college women report being the victims of sexual assault or attempted sexual assault \(^2\)

1Hines & Malley-Morrison (2005)
2 Fisher, Cullen, & Turner (2000)
What is Bystander Intervention?

• You have probably been a bystander...
  – Have you ever seen something that felt wrong and then said/done something about it?
  – Have you ever stepped in on behalf of someone who was in need of help?

• If you answered yes, then you have intervened and made a positive change!
Why Bystander Intervention?

- Bystander programs have shown promise at reducing sexual violence.
  - Don’t target women as potential victims or men as potential perpetrators
  - Target all students as potential bystanders of an incident of sexual assault or dating violence
    - Reduces defensiveness
    - Increases openness to learning about sexual assault and dating violence
    - Mobilizes the community to act on behalf of their friends and fellow students
<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>UCSD Undergraduate Population Fall 2009</th>
<th>Violence Prevention Survey 2010 Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>African-American</em></td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td><em>Mexican-American/Chicano</em></td>
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<td>9%</td>
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<tr>
<td><em>Native-American</em></td>
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<td>&lt;1%</td>
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<td>45%</td>
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<td><em>Filipino-American</em></td>
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<tr>
<td><em>Latino/Other Spanish speaking</em></td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td><em>Other</em></td>
<td>10%</td>
<td>8%</td>
</tr>
</tbody>
</table>
You might have seen these...
This one just arrived...

it starts with you.
Social Norms Message—Fall 2010

Would you **speak up** if a friend took a drunk person to a bedroom?

2 out of 3 UCSD students do.
SA Staff... we need your help to make a change!

• Invite us to your dept. meeting to give a presentation or lead a workshop on how you can learn about bystander intervention strategies.

• Have conversations with students about bystander intervention strategies – how do they help their friends out?

• Keep up-to-date with what we’re up to:  
  – www.ucsdsmarc.blogspot.com