

**DOES *GREEN DOT* ACTIVE
BYSTANDING
INTERVENTION INCREASE
BYSTANDING BEHAVIORS?**

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BACKGROUND

- Up to 25% of women may be sexually assaulted during college
- Dating and sexual violence (DV/SV) rates are highest among those in their late teens to mid-twenties; thus college students are at the age of greatest risk



FEDERAL LEGISLATION

- Clery Act in 1998
 - Disclose publicly annual crime statistics
 - State sexual assault policy
- Funds to encourage developing programs that address dating violence, sexual assault and stalking on college campuses
- NO requirement for evaluation of program efficacy



ACTION ON COLLEGE CAMPUSES

- Implementation of awareness and risk reduction programs
 - Awareness strategies have sought to increase students' knowledge about the dangers of sexual violence and what intervention programs are available.
 - Risk reduction strategies seek to teach women strategies for reducing the likelihood that they would be victimized.
 - Neither have worked well to reduce violence



BYSTANDER APPROACH TO VIOLENCE PREVENTION

- Mid 1990's, the bystander approach to the prevention of campus violence emerged
- Earlier strategies were missing a “broader perspective” to the problem of sexual violence on campus
- To address campus violence requires a shift in social and cultural norms
 - Involve both men and women to change the context or environment that may tacitly support violence against women.



OTHER STUDIES EVALUATION

BYSTANDER INTERVENTIONS

- ◉ Men's Project
 - Recruited male college students on athletic teams, in fraternities and male residence halls
 - Found that having a support group was essential to their ability to challenge their sexist environment and effectively use bystander behaviors
- ◉ Banyard, Moynihan, & Plante (2007) provided the first empirical evidence that a bystander intervention for sexual violence prevention resulted in significant and sustained changes in knowledge, attitudes, and bystander behaviors in both college men and women



VIOLENCE PREVENTION

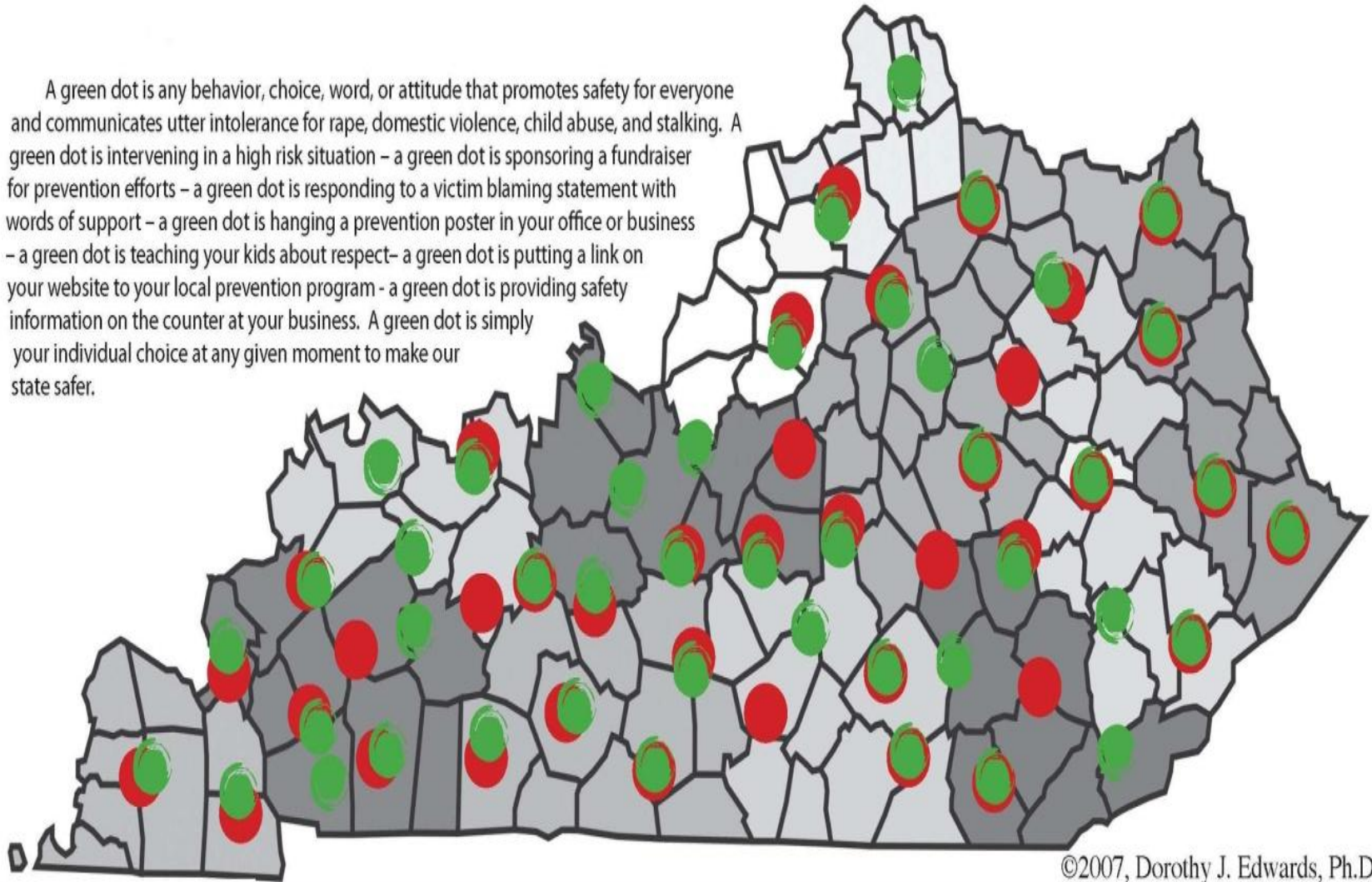
INTERVENTION: GREEN DOT

- Purpose: To increase proactive bystanding behaviors and reduce dating and sexual violence on college campuses
- Understanding how perpetrators target victims allows the bystander to assess the situation, view their options for action and select a safe proactive bystanding behavior that they are willing to carry out.



WHAT IS A GREEN DOT?

A green dot is any behavior, choice, word, or attitude that promotes safety for everyone and communicates utter intolerance for rape, domestic violence, child abuse, and stalking. A green dot is intervening in a high risk situation – a green dot is sponsoring a fundraiser for prevention efforts – a green dot is responding to a victim blaming statement with words of support – a green dot is hanging a prevention poster in your office or business – a green dot is teaching your kids about respect– a green dot is putting a link on your website to your local prevention program - a green dot is providing safety information on the counter at your business. A green dot is simply your individual choice at any given moment to make our state safer.



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IMPLEMENTATION OF GREEN DOT

- 50 minute motivational speech
- Students Educating and Empowering to Develop Safety (SEEDS)
- Peer Opinion Leaders (POL) strategy to recruit for SEEDS



OBJECTIVES

- To evaluate the efficacy of Green Dot in a sample of college students
 - Examined actual and observed bystanding behaviors by intervention
 - Also examined social norms associated with dating and sexual violence



STUDY DESIGN

- One cross-sectional survey
- Random sample of 2,000 students from each class (Freshman-Seniors)
- Letter to participate in a web-based survey with \$2 cash
 - Email with Zoomerang survey link was sent two days later
 - Reminders were sent approximately every three days for two weeks



RESPONSE RATE

- Of the 7945 students invited to participate in the web-based survey
 - 3872 clicked on the link to the web-site
 - 3417 completed the survey
- The overall response rate was 43%
 - 88% of those who clicked on the link completed the survey
- Analytic Sample Size = 2484 (excluded incomplete surveys and students >26)



SAMPLE DEMOGRAPHICS

Demographic Characteristic	Undergraduate Population (Spring 2010)	Random Sample	Analytic Sample
N	18806	7945	2484
% Female	49.8%	49.6%	60.4%***
% White	84.1%	83.8%	84.6%
Mean age(SD)	22.1 (4.4)	22.4 (5.0)	21.0 (2.0)
% Freshman	21.2%	25.1%	28.9%***
% Fraternity / Sorority	13.0%	--	17.0%**

*** p < 0.0001; ** p = 0.001



INTERVENTION EXPOSURE

- Hierarchical Green Dot Exposure Matrix
- Any SEEDS training (n=351):
 - 95% had heard a Green Dot speech
 - 42% were VIP volunteers or clients
- Green Dot Speech only (n=693)
- Unexposed group (n=1281): no SEEDS training, no connection with VIP, never heard a Green Dot speech




ACTUAL AND OBSERVED BYSTANDING BEHAVIORS

- Twelve items about behaviors used or observed in the current school year
- Response options: 0=not at all; 1=1-2 times; 2=3-5 times; 3=6 or more times
- Scores ranged from 0-36
- Sample items:
 - Spoke up if somebody said that someone deserved to be raped or to be hit by their partner
 - Asked someone that looked very upset if they were okay or needed help



ACCEPTANCE OF GENERAL DATING VIOLENCE SCALE

- Five items with responses from strongly disagree (=1) to strongly agree (=4)
 - Scores range from 5-20
 - Higher scores indicate greater acceptance of dating violence
 - Examples
 - There are times when dating violence between couples is okay.
 - Someone who makes their partner jealous on purpose deserves to be hit.
- 

ILLINOIS RAPE MYTH ACCEPTANCE SCALE

- Seven items with responses from strongly disagree (=1) to strongly agree (=4)
- Scores range from 7-28
 - Higher scores indicate greater acceptance of dating violence
- Examples :
 - When women are raped, it is often because the way they said “no” was unclear.
 - A woman who dresses in skimpy clothes should not be surprised if a man tries to force her to have sex



STATISTICAL ANALYSES

- Multiple Analysis of variance (MANOVA) was used to test all hypotheses
 - Controlled for gender, class, social fraternity or sorority affiliation, current relationship status, and parental education
- Conducted using SAS 9.2



MANOVA ANALYSES: NORMS

	Adjusted Mean Scores (F, p value)		
Outcome Measure	SEEDS trained N=351	Green Dot alone n=693	No Intervention n=1281
Illinois Rape Myth Acceptance	9.40 (5.92, .01)	9.58 (2.07, .15)	10.45 (REF)
Acceptance of General Dating Violence	5.65 (0.99, .31)	5.65 (.00, .94)	5.70 (REF)



MANOVA ANALYSES: BYSTANDING

	Adjusted Mean Scores (F, p value)		
Outcome Measure	SEEDS trained n=351	Green Dot alone n=693	No Intervention n=1281
Observed Active Bystanding	12.29 (144.81, <.0001)	11.45 (38.24, <.0001)	7.17 (REF)
Actual Active Bystanding	12.22 (95.71, <.0001)	11.45 (18.38, <.0001)	8.32 (REF)



DISCUSSION

- All levels of the intervention significantly increased bystanding behaviors
- SEEDS trained students reported a significant increase in actual and observed active bystanding compared to students who heard a Green Dot speech.
- While having heard a Green Dot speech alone may have an effect on increasing bystanding behaviors, the addition of SEEDS training noticeably increased active bystanding behaviors



DISCUSSION

- Findings are consistent with other recent studies which provide evidence for the promise of a bystander approach to address sexual violence
- Green Dot persuasive speeches alone (50 minute intervention) do have some effect on increasing bystanding behaviors
 - Implications for cost-effective prevention intervention



LIMITATIONS

- Selection bias
 - Survey response rates
- SEEDS training / VIP volunteers
 - May be those with greater interest in violence prevention
 - Possibly more likely to engage in bystanding behaviors because they or someone they know may have experienced violence or they had another important connection to violence and need for prevention efforts



CONCLUSIONS

- Green Dot significantly increased both observed and actual bystanding behaviors in the general population of students
- SEEDS training, which is primarily bystander capacity and efficacy, is superior to Green Dot speeches alone

