

Beat the Punch:

Fostering a Culture of Courageous Bystanders at California Polytechnic State University San Luis Obispo

- *Beat the Punch* is a multi-component campaign to prevent intimate partner violence (IPV) among young men and women, ages 18-25 years, at California Polytechnic State University (Cal Poly).
- The goal is to foster a culture of *Courageous Bystanders* at Cal Poly, in which students and staff encourage respect for women and equality in intimate relationships, interrupt conditions that lead to IPV, and safely and appropriately respond to IPV when it occurs.
- Project components:
 - Bystander intervention education for students, student organizations, Resident Advisors, and housing personnel
 - *Beat the Punch* social media campaign
 - Advocacy to strengthen campus norms, policies, and practices through the Women's Safety committee
- Sample outcome: Student and staff participants in the bystander intervention education in 2010 were better informed about all components of bystander intervention as a result of their participation (*see Figure 1*).



Outreach table at the Farmer's Market, a popular destination for Cal Poly students

"We've accomplished a lot. We've included the Women's Shelter Program and now we have IPV protocol in our handbook and on our website. They train our housing staff and we've incorporated IPV prevention into [our sexual assault prevention] work."

Elie Alexroth,
Former Chair of the Cal Poly
Women's Safety Committee

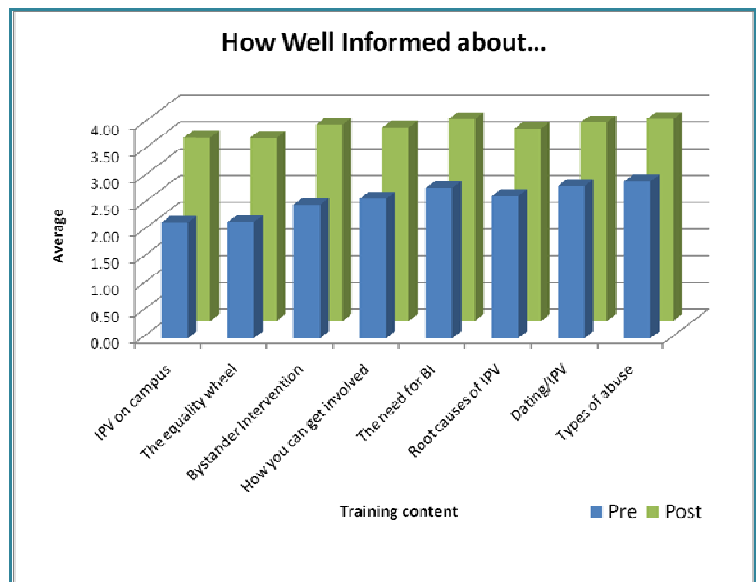


Figure 1: Bystander Intervention Education Retrospective Pre-Test Results (n=123)
0 = "not at all informed;" 4 = "well informed."

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Beat the Punch Logic Model

Population or Group: Men and women ages 18 to 25 who attend Cal Poly University

Goal: To foster a culture of *Courageous Bystanders* at Cal Poly, in which students and staff encourage respect for women and equality in intimate relationships, interrupt conditions that lead to dating violence/IPV, and safely and appropriately respond to dating violence/IPV when it occurs.

Inputs	Needed Capacity	Strategies/ Activities	Outputs	Outcomes		
<ul style="list-style-type: none"> WSPSLO staff Women's Safety Committee Members Cal Poly Students Housing staff Bystander Education curriculum <i>Beat the Punch</i> campaign materials Information tables Radio Advertising Website Billboards/Banners 	<ul style="list-style-type: none"> Behavior and attitude change rooted in understanding of IPV and bystander education Media Campaign effective in changing responses to dating violence/IPV. Proactive involvement in a culture embracing healthy relationships 	<p>Individual Level:</p> <ul style="list-style-type: none"> Bystander Education (men and women 18-25 attending Cal Poly) <p>Relationship Level:</p> <ul style="list-style-type: none"> Bystander Education for Resident Advisors, housing personnel, and various student organizations <p>Community Level:</p> <ul style="list-style-type: none"> <i>Beat the Punch</i> Social Media Campaign contextualized toward Cal Poly students and other male community members Advocacy to strengthen campus norms, policies, and practices through the Women's Safety committee 	<p>Individual Level:</p> <ul style="list-style-type: none"> 48 bystander education workshops with Cal Poly students, approx. 400 men and women 18-25 years <p>Relationship Level:</p> <ul style="list-style-type: none"> 10 bystander education workshops with approximately 40 Cal Poly Housing staff <p>Community Level:</p> <ul style="list-style-type: none"> 18 Women's Safety committee meetings <i>Beat the Punch</i> Media campaign: 10 articles in Mustang Daily (university daily newspaper), 432 radio spots, maintain website/ MySpace page, billboard 	<p style="text-align: center;">Short-term:</p> <p>Individual Level:</p> <ul style="list-style-type: none"> Bystander education— students: workshop participants surveyed report an increase in their understanding of dating/IPV, and an increase in <i>Courageous Bystander</i> knowledge. <p>Relationship Level:</p> <ul style="list-style-type: none"> Bystander education—Cal Poly staff workshop participants surveyed report an increase in their understanding of dating/IPV, and an increase in <i>Courageous Bystander</i> knowledge. <p>Community Level:</p> <ul style="list-style-type: none"> <i>Beat the Punch</i> Media Campaign: Community members surveyed will report awareness of <i>Beat the Punch</i> campaign materials. A percentage of those surveyed will indicate that exposure to campaign materials improved their response to dating violence/IPV. Women's Safety Committee: There will be increased intention to adopt and implement policies and practices to respond to and prevent dating violence/IPV (indicated by number and nature of committee meeting discussions) <p style="text-align: center;">Intermediate:</p> <p>Individual Level:</p> <ul style="list-style-type: none"> Bystander education—students: Three months following workshop, student workshop participants surveyed will report retention of workshop content, and an increase in <i>Courageous Bystander</i> behavior: interrupting risky situations that could lead to dating violence/IPV; taking action to create a culture that encourages respect for women and equality in intimate relationships; using non-sexist language <p>Relationship Level:</p> <ul style="list-style-type: none"> Bystander education—Cal Poly staff: Three months following workshop, staff workshop participants surveyed will report retention of workshop content, and an increase in <i>Courageous Bystander</i> behavior: interrupting risky situations that could lead to dating violence/IPV; taking action to create a culture that encourages respect for women and equality in intimate relationships; using non-sexist language <p>Community Level:</p> <ul style="list-style-type: none"> <i>Beat the Punch</i> Media Campaign: community members surveyed will indicate that exposure to campaign materials improved their response to dating violence/IPV. Women's Safety Committee: increase in advocacy to adopt campus policies and practices to respond to and prevent dating violence/IPV <p style="text-align: center;">Long-term:</p> <p>Individual Level:</p> <ul style="list-style-type: none"> Internalized belief that individuals are courageous bystanders, therefore preventing abusive behavior <p>Relationship Level:</p> <ul style="list-style-type: none"> Housing staff proactively create environments that encourage healthy relationships Increased equality and respect in intimate partner relationships. <p>Community Level:</p> <ul style="list-style-type: none"> <i>Beat the Punch</i> Media Campaign: sustained changes in response to dating violence/IPV among community members exposed to the campaign Women's Safety Committee: new campus policies and practices adopted and implemented to respond and prevent dating violence/IPV. <ul style="list-style-type: none"> Students are aware of campus policies and resources to address and prevent dating violence/IPV on campus. Students feel greater safety in reporting dating violence/IPV on campus. There is increased reporting among students of dating violence/IPV on campus. There is a method of tracking reports of dating violence/IPV on campus. 		

Contextual and Influential Factors

Addressing manifestations of sexist attitudes that perpetuate violence against women in students ages 18–25
 Lack of identification with the “courageous bystander” among students and housing staff
 Weak community sanctions against IPV, denial of the existence of IPV in the university community, normalization of violent language use against women
 Empowered Bystander norms, internalize healthy relationship skills
 Campus-community collaboration to address women's safety on campus

