

WELCOME, THIS WEB CONFERENCE WILL BEGIN SOON

BYSTANDER INTERVENTION: USING SOCIAL MEDIA TO BUILD BYSTANDER ACTION TO PREVENT VIOLENCE



PreventConnect
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Sacramento, CA 95814

Website: preventconnect.org

Facebook: www.facebook.com/PreventConnect

Twitter: Follow @PreventConnect

Flickr: www.flickr.com/people/preventconnect

YouTube: www.youtube.com/CalCASAVideo

Email Group (listserv): <http://groups.yahoo.com/group/Prevent-Connect/>

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CONTACT



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VIDEO

PreventConnect is a national project of the California Coalition Against Sexual Assault sponsored by U.S. Centers for Disease Control and Prevention. The views and information provided in this web conference do not necessarily represent the official views of the U.S. government, CDC or CALCASA.



How to use this technology



- Raise hand
- Text chat
- PowerPoint slides
- Polling questions
- Phone

Please send a private chat message for help.

Call iLinc Technical Support at 800.799.4510.



2012 Web Conferences

Connect for Success: Enhancing impact through innovative partnerships

- [Findings from the National Intimate Partner and Sexual Violence Survey: Implications for Prevention \(February 1 & 2, 2012\)](#)
- [Links between Bullying & Sexual Violence: Possibilities for Prevention \(February 27 & March 2, 2012\)](#)
- [Coaching Boys Into Men: Linking sports and teen dating violence prevention \(April 17, 2012\)](#)
- [National Intimate Partner and Sexual Violence Survey 2010: New Knowledge and Unanswered Question \(May 16, 2012\)](#)
- [A Good Solution Solves Multiple Problems \(April 24, 2012\)](#)
- [Social Change and Social Justice: Building Bridges Between Movements \(May 22 & 23, 2012\)](#)
- [Don't Let Prevention Stand Alone: Integrating Prevention Efforts in Your Agency and Community \(June 13 & 14, 2012\)](#)
- [Expanding the Evidence Dialogue I: Exploring Research, Community Context and the Experiences of Practitioners to determine *What Works*. \(June 18 & 20, 2012\)](#)
- [How Can We Help? Developing Shared Goals For Diverse Community Priorities \(July 31, 2012\)](#)
- [When Place is the Focus: Connecting Sexual and Domestic Violence Prevention Approaches to Your Local Community \(August 15 & 16, 2012\)](#)



2012 Web Conferences



- [Core Competencies and Abilities of Preventionists \(August 14, 2012\)](#)
- Recruiting, Hiring and Training Preventionists (September 12, 2012)
- Integrating Prevention into Agency Culture and Operations (October 9, 2012)

MORE WEB CONFERENCES TO COME

- [Bystander Intervention: Using social media to build bystander action to prevent violence \(September 5, 2012\)](#)
- Expanding the Evidence Dialogue: Integrating Research, Community Context and the Experiences of Practitioners (September 18 & 19, 2012)
- Involving families in teen dating abuse prevention (September 28, 2012)



PreventConnect

- Domestic violence/Intimate partner violence
- Sexual violence
- Violence across the life-span
- Prevent before violence starts
- Connect to other forms of violence & oppression
- Connect to other prevention practitioners



Bystander Intervention: Using social media to build bystander action to prevent violence



Learning Objectives

- Describe how social media can support bystander intervention efforts
- Identify two examples of using social media for prevention efforts
- Identify one opportunity to use social media in their prevention efforts





Bystander Intervention:

From its roots to the road ahead



Jeff O'Brien
Director
Mentors in Violence Prevention National
www.mvpngational.org



Sally Laskey
Director of Special Projects
National Sexual Violence Resource Center
www.nsvrc.org



Bystander Approach



Why is a bystander approach valuable for prevention efforts?



Today's Guests



Michelle Garcia
Stalking Resource Center



Jodie Layne
Hollaback! Winnipeg



Nicole Daley
Start Strong Boston





Stalking

resource center

www.victimsofcrime.org/src

MICHELLE GARCIA

Director, National Stalking Resource Center



Stalking

resource center

Training
Technical Assistance
Resources

- Statutes
- Legislative Updates
- Manuals/Guides
- Videos
- Clearinghouse

The mission of the Stalking Resource Center is to enhance the ability of professionals, organizations, and systems to effectively respond to stalking.



Social Media



What social media do you use?



Social Media Use

- 95% of all teens ages 12-17 are online

- 80% of those online are users of social media sites

Teens, Kindness and Cruelty on Social Network Sites (2011)
<http://pewinternet.org/Reports/2011/Teens-and-social-media.aspx>

- As of February 2012, 66% of online adults use social networking sites



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Pew Research Center's Internet & American Life Project 2012
 Winter Tracking Survey
<http://pewinternet.org/Commentary/2012/March/Pew-Internet-Social-Networking-full-detail.aspx>



Facebook: Users Under Age 13

Facebook For Kids?

PROPOSED CHANGES

- ▶ Link Kids' and Parents' Facebook Accounts
- ▶ Allow Parents To Decide Who/What Their Kids Can 'Like'
- ▶ Parents Decide Which Apps Kids Can Use
- ▶ Parents Charged for Kids' Games/Apps

Source: WSJ Reporting

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Digital Disrespect

Monitoring

Creeping

Digital Abuse

Stalking

Harassment

Bullying

Impersonation

Bullying

- 19% of teens have been bullied in the past year in some form – either in person, online, by text, or by phone
 - 9% have been bullied via text message
 - 8% experienced some form of online bullying – through email, a social network site, or instant message

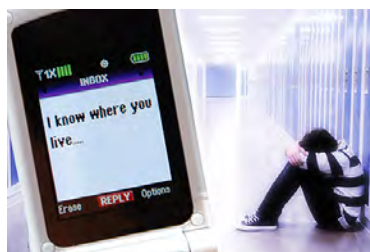
- Teens, Kindness and Cruelty on Social Network Sites (2011)
 - <http://pewinternet.org/Reports/2011/Teens-and-social-media.aspx>

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1 in 10 Teens...

- report partner has shared private or embarrassing photos or videos of them
- claim they have been physically threatened via communication technology



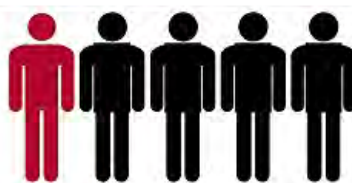
Tech Abuse in Teen Relationship Study (2007)
www.loveisrespect.org/wp-content/uploads/2009/03/liz-claiborne-2007-tech-relationship-abuse.pdf

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1 in 5 Teens...

- Report partner has used networking site to harass or put them down
- Report that partner has used the Internet or a cell phone to spread rumors about them
- Report being asked by cell or Internet to engage in sexual activity when they did not want to



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- Tech Abuse in Teen Relationship Study (2007)



Digital Abuse

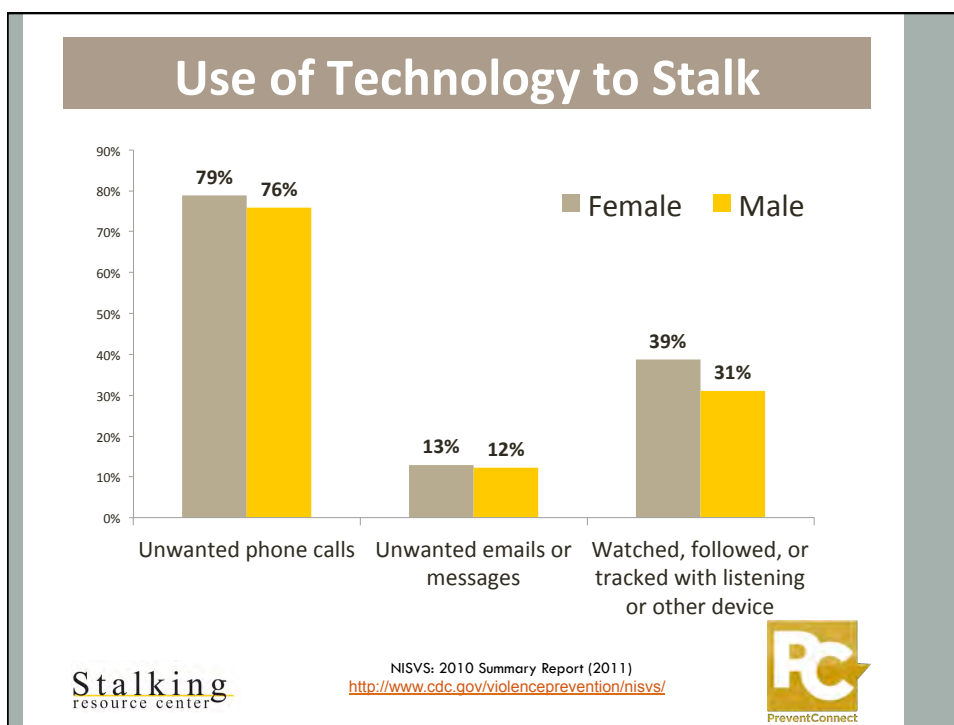
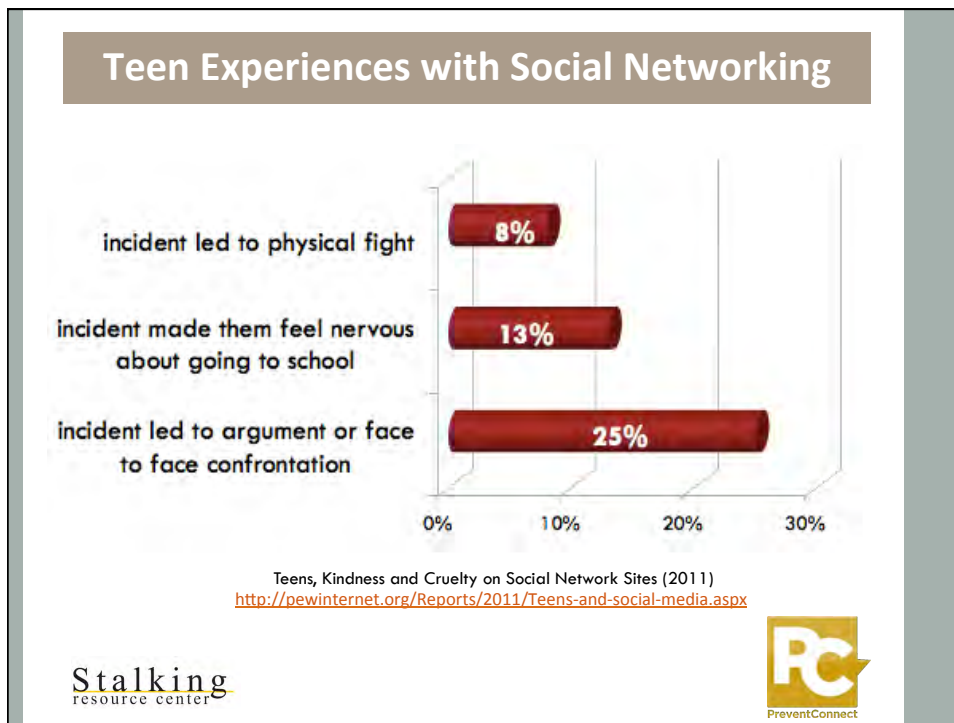
- 1 in 3 teens report being texted 10 – 30 times per hour by a partner asking where they are, what they are doing, or who they are with
- 1 in 4 teens have been called names, harassed or put down by a partner via technology



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- Tech Abuse in Teen Relationship Study (2007)
- <http://www.loveisrespect.org/wp-content/uploads/2009/03/liz-claiborne-2007-tech-relationship-abuse.pdf>







Bystander Intervention

Teen responses to mean/cruel behavior online

- 90% ignored it
- 80% defended the victim
 - 25% have done so frequently
- 79% told the other person to stop being mean and cruel
 - 20% have done so frequently


Teens, Kindness and Cruelty on Social Network Sites (2011)

<http://pewinternet.org/Reports/2011/Teens-and-social-media.aspx>


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Social Media Opportunities



What opportunities do you identify for social media to be used to prevent abuse?







www.ihollaback.org

JODIE LAYNE

Director, Hollaback! Winnipeg





I'VE GOT YOUR BACK!



www.ihollaback.org/get-involved/



Hollaback! I've Got Your Back

- Mapping / Storytelling
- I've Got Your Back Button



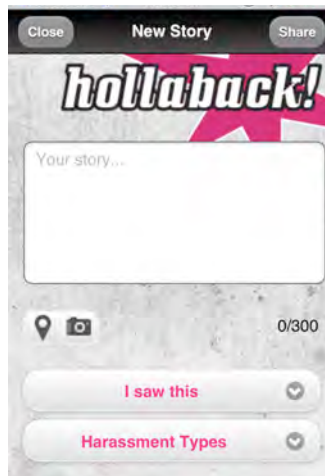
Mapping

- Generates positive energy
- Encourages Participation
- Compiles a Data Pool



Storytelling

- Validates experiences
- Bonds people together
- Inspires change
- Demystifies intervention





PreventConnect

The image displays the PreventConnect logo at the top left. Below it, several mobile devices (iPads and iPhones) are arranged to show the app's interface. The iPads show a news feed with articles such as 'Recent research in programming on...', 'Don't Make Feminists This...', and '...ing They Don't Make Feminists This...'. The iPhones show a 'Blog' section, a 'Prevention Workshop' map, and a video player. At the bottom right, there are logos for 'CALCASA CALIFORNIA COALITION AGAINST SEXUAL ABUSE' and 'holiback!'.


<http://preventconnect.org/mobile-apps/>

Report Prevention




The image shows a tablet displaying the 'Report Prevention' app interface. The screen is split into two main sections. On the left, there is a form titled 'Report Prevention' with a 'Prevention' tab selected. The form includes a 'Harassment Type' dropdown menu, a 'Select Type' dropdown, and a 'Story' text area. A green 'Submit' button is at the bottom of the form. On the right, there is a map showing a residential area with a blue location pin. The PreventConnect logo is visible in the bottom right corner of the tablet screen.


Links



How does activism to end street harassment contribute to preventing sexual violence, domestic violence & stalking?








www.bphc.org/startstrong

NICOLE DALEY

Director, Start Strong Boston



Start Strong Initiative

Robert Wood Johnson Foundation Initiative in collaboration with the Blue Shield of California Foundation to promote development of healthy relationships and prevent adolescent dating abuse of 11- to 14-year-olds through

1. Educating youth in schools and in out-of-school settings.
2. Educating and engaging teen influencers to support these youth
3. Changing policies and environmental factors
4. Implementing communications strategies and social marketing



Start Strong Peer Leaders

- 20 older teen influencers
- Placed in community centers in Boston neighborhoods
- Target Audience: Youth ages 11-14
- Workshops: healthy relationship promotion and teen dating violence prevention, media



Community Activities



Create Online Conversations




Pop culture through the ages...




Evolution



Balancing Act



A seesaw is shown in a balanced position. On the left side, there is a photograph of a diverse group of people sitting on a bench in a public space. On the right side, there is a photograph of a purple PDA device with a screen displaying the Google and eBay logos. The seesaw is supported by a black triangular fulcrum in the center.



The bottom of the slide features three logos: the Boston Public Health Commission logo on the left, the Start Strong logo in the center, and the PreventConnect logo on the right.



A chalkboard is shown with the word "Reactive" written in white chalk and crossed out with a diagonal line. Below it, the word "Proactive" is written in white chalk. A hand holding a piece of white chalk is visible at the bottom right corner of the board.



A photograph of a head of fresh green broccoli is shown to the right of the chalkboard.



The bottom of the slide features three logos: the Boston Public Health Commission logo on the left, the Start Strong logo in the center, and the PreventConnect logo on the right.

AAP Advocates for Safer Media and Music Lyrics



“On average, American youth listen to music from 1.5 to 2.5 hours per day, and an analysis of at-risk youth revealed they listen up to 6.8 hours per day. Studies have shown that a preference for certain types of music or music videos with explicit references to drugs, sex or violence can be associated with negative effects on schoolwork, behavior and emotions. Heavy metal and hard rock music have also been associated with increased suicidal risk, depression and delinquent behavior.”



It's in the packaging



Even if we know we have an important public health message the social media realm isn't always interested.



Always need a hook



Nutritional Impact

Artist:
Song title:
Serving Size: **Min:** **Sec:**

| Amount per serving: | Percent (%) | Intensity level (1-10) |
|---|-------------|------------------------|
| Unhealthy Relationship Ingredients | | |
| Drama | | |
| Possession/obsession | | |
| Disrespect | | |
| Relationship = sex | | |
| Manipulation | | |
| Total Unhealthy | | |
| Healthy Relationship Ingredients | | |
| Fun/Enjoyable | | |
| Support | | |
| Respect | | |
| Equality | | |
| Trust | | |
| Total Healthy | | |

The **cone** may perhaps denote a belief that making a/breaking up, yelling, bitter arguing, destroying property or a general sense that unhealthy conflict in the relationship is part of a normal relationship. **Possession/Obsession** is a belief that another person is an object to use for one's personal benefit. This could also include stalking, objectification, and controlling behavior. **Disrespect** is a belief that it is acceptable to disrespect another person's feelings, ideas, opinions and wishes. This could include name calling, put downs, minimizing language, and cheating. **Relationship=sex** is a belief that the main component or focus of the relationship is sex. **Manipulation** is a belief that it is acceptable to lie or use another person's emotions or vulnerabilities to get what is desired. This could include guilt trips, lying, and using alcohol to get sex. **Fun/Enjoyable** is a belief that relationships are enjoyable and fun. **Support** is a belief that a relationship includes building up the other person's confidence and strengths. This could include encouraging another person to make healthy decisions to better themselves, even when the other person may not totally agree. **Respect** is a belief that another person has value and is appreciated and recognized for their ideas, thoughts, and decisions. This could include the use of positive or supportive words to describe the other person. **Equality** is a belief that both parties share in decision making and are free to choose what is right for them. One person does not have power over the other either in decision making or sex. **Trust** is a belief that the other person in the relationship has your best interest at heart. This could include being faithful and honest.

SOUND RELATIONSHIPS

Music, like food, can feed our brains and give us energy. But, it also can be filled with ingredients that can affect us negatively. Some music may even have an influence on our health and the health of our relationships. This instrument will help you evaluate the "nutritional" value of the music you might listen to. We want you to put on your headphones, turn up the volume and become a song lyric nutritionist. Just follow these easy steps.

STEP ONE: Find a song
Select a song. Find the lyrics of the song either from the CD insert, or search for them online. Print out the lyrics, and read them to get a feel for the main themes in the song.

STEP TWO: Determine if the song has a relationship theme
Songs with a relationship theme describe an emotional or physical connection between two or more people and should support, celebrate or glorify the unhealthy or healthy characteristics of the relationship.

STEP THREE: Score the song lyrics
Carefully examine the song's title and all lyrics in the chorus and verses of the song. Now look at the Song Lyric Scoring Label to the left. Check the "PRESENT" box for each relationship ingredient that you find in the song. The definitions for each relationship ingredient are at the bottom of the label. Finally, for each ingredient that is present in the song, assign it a score from 1-10 in the "INTENSITY LEVEL."

STEP FOUR: Total your numbers
Add up the scores from the intensity column in both the unhealthy and healthy sections. These totals indicate the unhealthy and healthy relationship "nutritional" value of the song's lyrics.

STEP FIVE: Balance your "lyric" diet
Use this tool whenever you want to find out the relationship ingredients of a song. Just like with the food we eat, it is important to have a balanced "song" diet that includes lots of healthy relationship ingredients. Knowing the ingredients will help you make an informed decision about which songs will promote good relationship health.



Prepared by the Illinois Public Health Commission, 2008

Billboard

| Top 10 Healthy Songs 2011 | | |
|------------------------------|------------------------------------|-------|
| Song Title | Artist | Score |
| I Won't Let Go | Rascal Flatts | 40 |
| God Gave Me You | Blake Shelton | 38 |
| Stereo Heart | Gym Class Heroes feat. Adam Levine | 35 |
| I Love You This Big | Scotty McCreery | 33 |
| You Make Me Feel | Cobra Star Ship feat. Sabi | 31 |
| Sure Thing | Miguel | 30 |
| Honey Bee | Blake Shelton | 30 |
| Just a Kiss | Lady Antebellum | 30 |
| I Do | Colbie Caillat | 28 |
| Are You Gonna Kiss Me Or Not | Thompson Square | 26 |

| Top 10 Unhealthy Songs 2011 | | |
|-----------------------------|---|-------|
| Song Title | Artist | Score |
| Marvin's Room | Drake | 33 |
| What the Hell | Avril Lavigne | 30 |
| Backseat | New Boyz feat. The Cataracs and Dev | 30 |
| Down on Me | Jeremih feat. 50 Cent | 28 |
| Moves Like Jagger | Maroon 5 feat. Christina Aguilera | 25 |
| Bow Chicka Wow Wow | Mike Posner feat. Lil Wayne | 24 |
| Nothing | The Script | 23 |
| Give Me Everything | Pitbull feat. Ne-Yo, Afro Jack, & Nayer | 22 |
| Workout | J. Cole | 19 |
| Judas | Lady Gaga | 18 |

www.bphc.org/programs/cafh/violenceprevention/stratstrong/Forms%20%20Documents/2011%20%20Healthy%20Unhealthy%20Songs%20of%202011.pdf

The "Face-to-Face" breakup



Breakup Summit



SAVE THE DATE This Year's Theme: **CHEATING**

Break-Up Summit 3.0!
THURSDAY
July 26th 2012
10:00am - 3:30pm
Simmons College


JOIN TEENS FROM ACROSS THE CITY TO TALK ABOUT CHEATING AND BREAK-UPS:

- FREE live Q&A experience
- Interactive discussion and workshops about cheating
- Teens will have to have a healthy break up
- Access communication and conflict resolution skills
- Teen and Adult Alcoholics Anonymous
- Lunch provided!

IF INTERESTED, PLEASE CONTACT NICOLE DALEY
NICOLE.DALEY@PC-ORG
(617) 554-1200

SPACE IS LIMITED!

hosted by Start Strong Boston, Saving Healthy Teen Relationships

 _____ is no longer listed as "in a relationship"



Be innovative (and take risks)



- Brought together over 200 teens from all over the City of Boston to discuss engaging in healthy break ups.
- Day of Workshops
- Designed as a summit and not a training
- Designed to encourage conflict resolution
- This year's theme is on cheating. (new hook)



Media Hits

Boston Teens Release Top 10 Healthy/Unhealthy Relationship Songs for 2011
Patch.com

<http://southend.patch.com/articles/boston-teens-release-top-10-healthy-unhealthy-relationship-songs-for-2011-3011d366>

Boston Globe

http://www.boston.com/lifestyle/health/gallery/healthy_unhealthy_songs/

Daily Caller

<http://dailycaller.com/2012/02/15/group-against-teen-violence-rates-top-10-unhealthiest-songs-in-2011/>

Fox25 Coverage

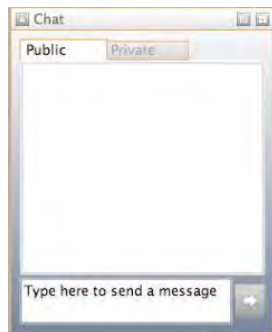
<http://www.myfoxboston.com/dpp/morning/unhealthy-songs-20120213>

Jezebel.com

<http://jezebel.com/5929772/basically-not-one-single-shit-is-given-about-teen-dating-violence-except-in-boston>



Next Steps



How do you plan to use social media to build bystander action?



For more information



Michelle Garcia
www.victimsofcrime.org/src



Jodie Layne
www.ihollaback.org



Nicole Daley
www.bphc.org/startstrong



Jeff O'Brien
www.mvpngational.org



Sally Laskey
www.nsvrc.org



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Twitter: Follow @PreventConnect
Flickr: www.flickr.com/people/preventconnect
YouTube: www.youtube.com/CalCASAVideo
Email Group (listserv): <http://groups.yahoo.com/group/Prevent-Connect/>
Email: info@preventconnect.org



PreventConnect is a national project of the California Coalition Against Sexual Assault sponsored by U.S. Centers for Disease Control and Prevention. The views and information provided in this web conference do not necessarily represent the official views of the U.S. government, CDC or CALCASA.

