



Engaging Bystanders by Changing Organizational Policy and Culture.

Joan Tabachnick
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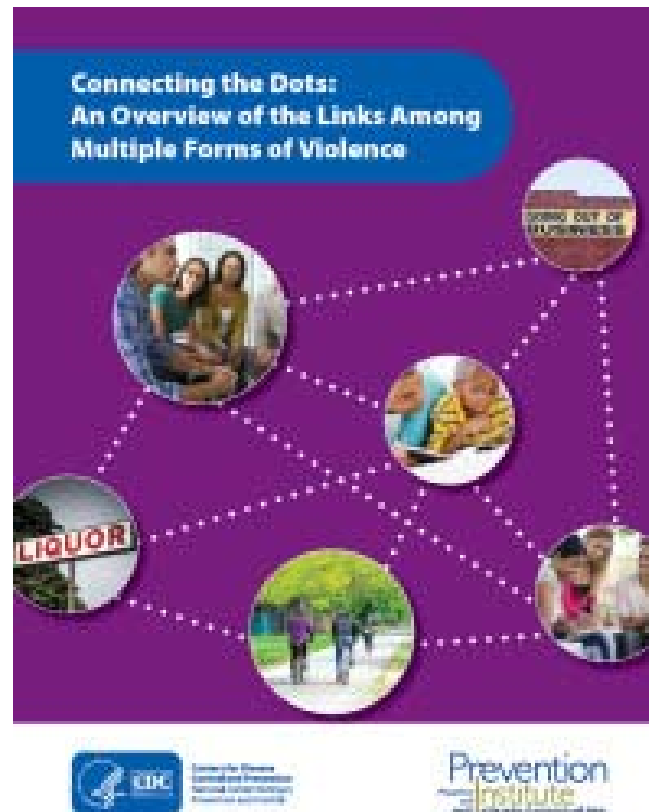
Personal “Aha” Moments

“All of the signs were there and no one in my family or circle of friends asked me about them...”

Sex offender in prison



Connecting the Dots





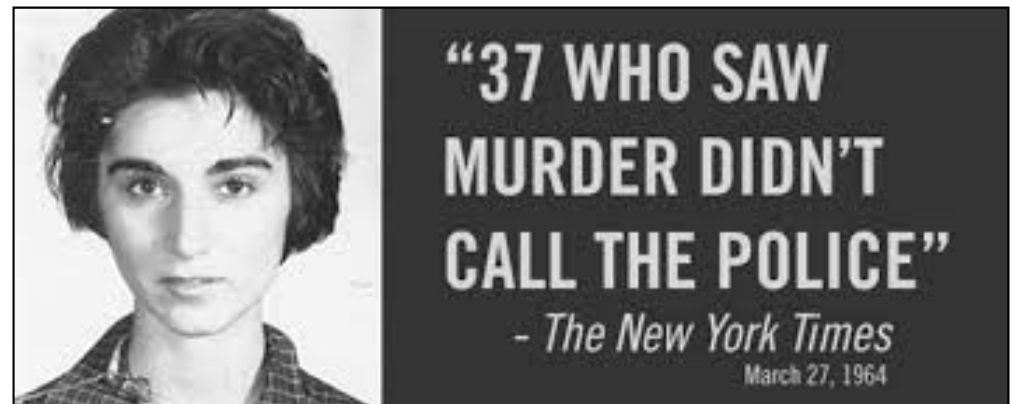
Bystander Definition

- ◆ **“one present but not taking part in a situation or event : a chance spectator”**





Kitty Genovese





Bullying Prevention Program

- 791 youth victims and confidants
- **80%** of 311 peer harassment incidents were in front of at least one bystander (online and offline)
- 69%
- **70%** victims report bystanders trying to make them feel better
- **53%** bystanders told harasser to stop
- **78%** of youth told someone (**88%** if online, **69%** if in person)



Key Questions

- ◆ What motivates a bystander to take action?
- ◆ How to ensure the intervention is effective?





Bystander Apathy

Individual/Relationship

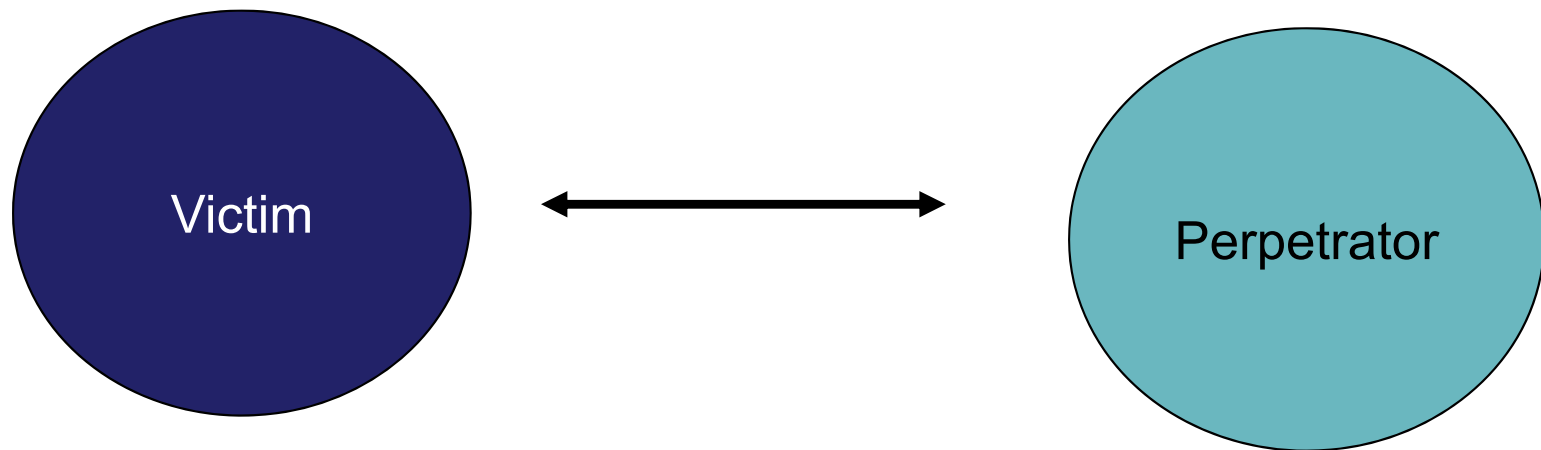
Series of decisions a bystander must make

1. Notice the event
2. Consider whether the situation demands action
3. Decide if she/he has responsibility to act
4. Choose form of assistance she/he should use
5. Understand how to implement choice

• *Latane and Darley (1969)*

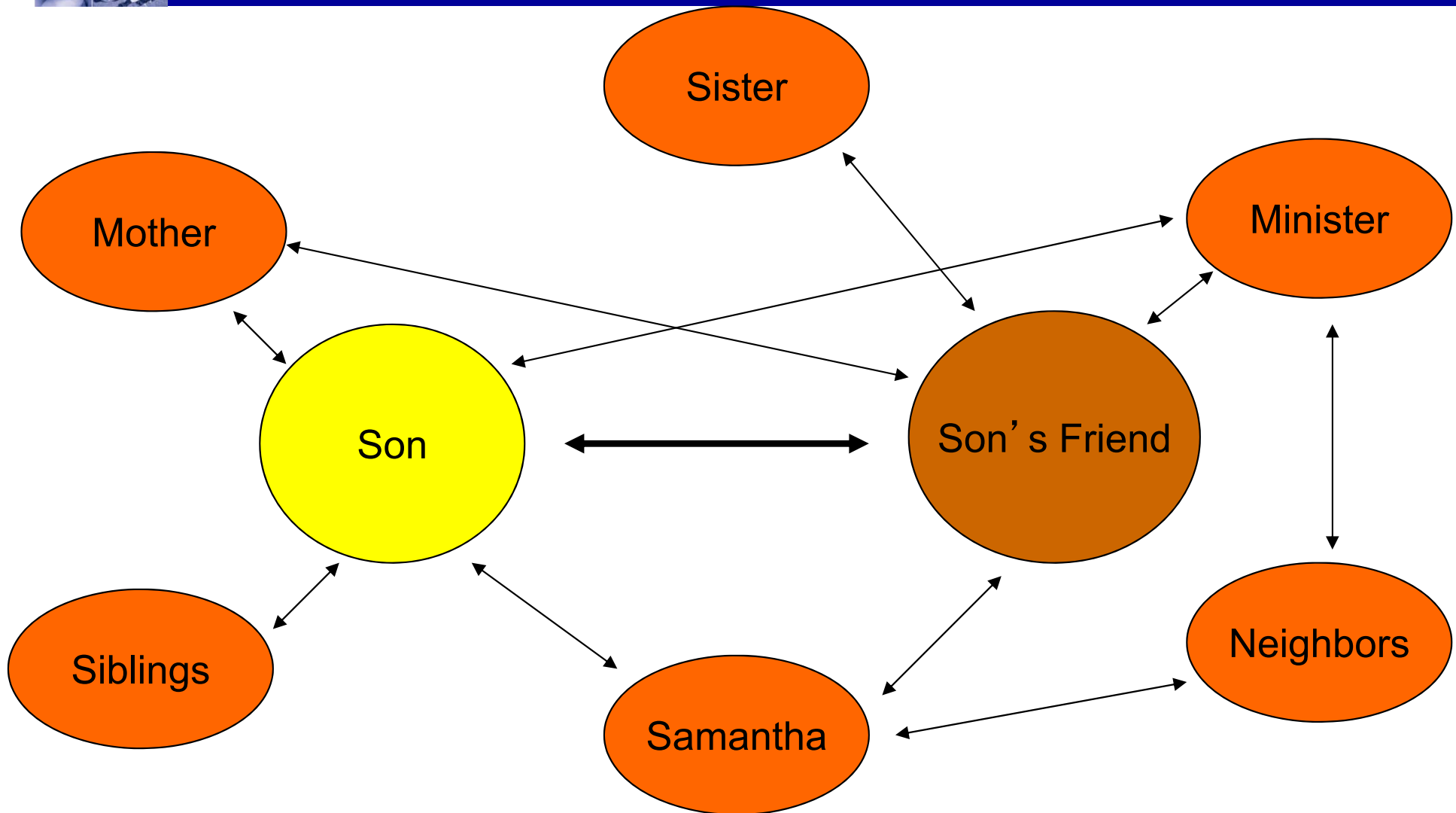


Abuse Dynamic





Paradigm Shift for Prevention: New Abuse Dynamic





Key Question

- ◆ If abuse thrives in isolation, what prevents us from connecting?
- ◆ What factors can help build a more relational organization?



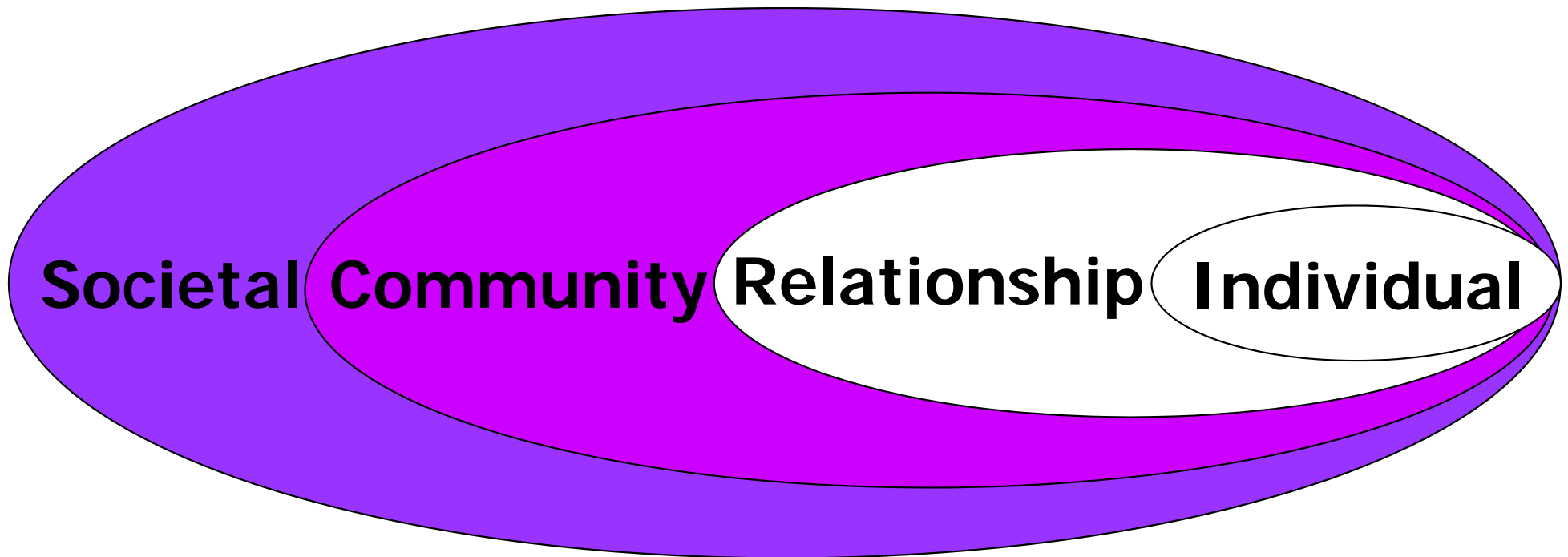


Key Learning Points

- ◆ >one opportunity (before, during, after)
- ◆ > one option
- ◆ > one person
- ◆ Change must be broader than individual acts (new social norm)



Ecological Model





Bystander Engagement

Community/Society

- ◆ “It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change.”
 - ◆ Institute of Medicine health promotion study, 2006



Why Are the Cows Dying?



Adapted from Frameworks



Now?



Adapted from Frameworks



Prevention Approaches That Work

Moving Beyond the Comfort Zone

Key Findings: Systematic Review Of Primary Prevention For Sexual Violence

Evidence based programs:

- ◆ **Safe Dates**
- ◆ **Shifting Boundaries**
- ◆ **The Violence Against Women Act**



Promising Prevention Approaches

Moving Beyond the Comfort Zone

Promising Strategies

- ◆ Bystander Interventions
- ◆ Building relationship skills
- ◆ Improving safety or climate
- ◆ Addressing social norms
- ◆ Environmental (situational) interventions



Promising Prevention Approaches

Moving Beyond the Comfort Zone

- ◆ Coaching Boys To Men
- ◆ Green Dot
- ◆ Bringing In The Bystander

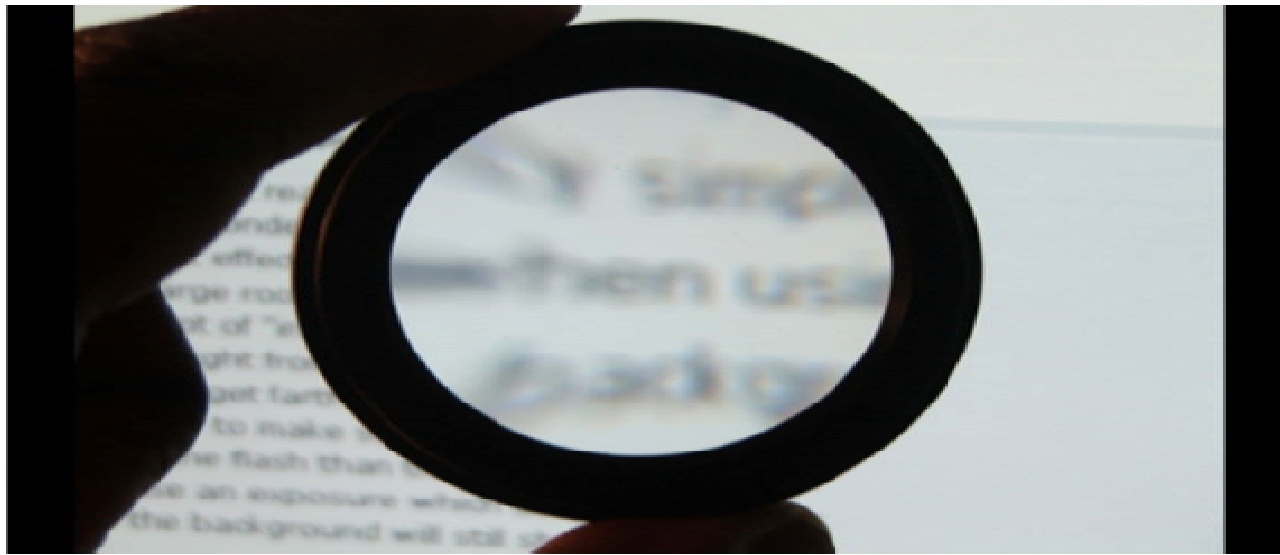




Moving Beyond the Comfort Zone

Telling Stories About Systems

Navigating Public Understanding
of Sexual Abuse



Frame Works Institute with Funding from the
National Sexual Violence Resource Center





Perpetrators

Male
Predators that prey on victims
Abnormal behavior
Mental “sickness”
Beyond help



Family Bubble

Parents raise “good” and “bad” children

Parents raise “vulnerable” or “strong” children



What’s in the swamp of...

Sexual Violence

Location

Poor Urban neighborhoods at night
Isolated areas
Anywhere, anytime
Communities play a role

Definition

Lack of consent
No means no
Physical element of harm
Negative emotion and psychological consequence

Victims

Vulnerable
Women and Children
Not responsible BUT behavior dictates circumstances
Can happen to Anyone





Penn State Tragedy



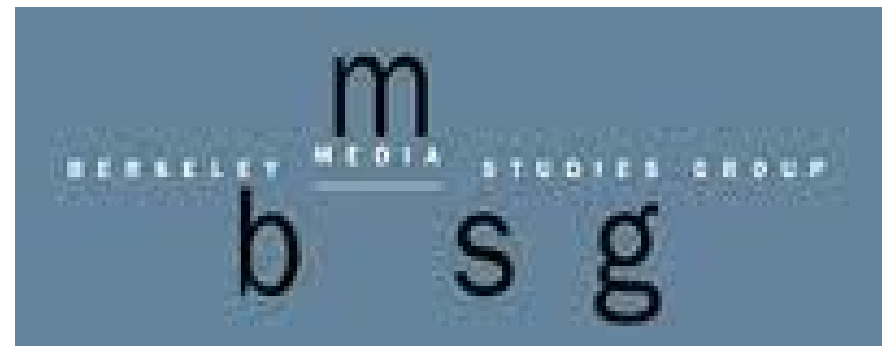


News Coverage of Child Sexual Abuse

Moving Beyond the Comfort Zone

BEFORE Penn State

- ◆ Infrequent
- ◆ Tied to a “moment” in criminal justice process
- ◆ Talked about in vague and imprecise terms





News Coverage of Child Sexual Abuse

Moving Beyond the Comfort Zone

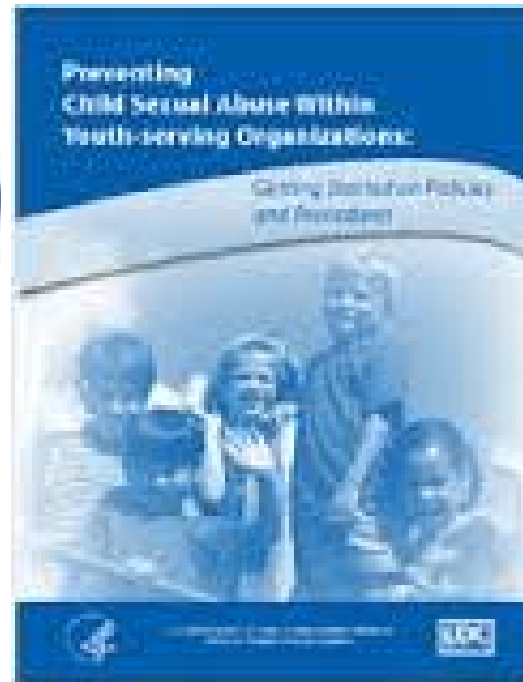
AFTER Penn State

- ◆ Extraordinary volume
- ◆ Journalists new to issue are reporting
- ◆ Specific language used
- ◆ Discussion of institutional role and impact





Youth Serving Organizations





SMART Office Grantees

Campus Sexual Assault

- Center for Sex Offender Management (Dr. Kurt Bumby)
- Portland State University (Dr. Keith Kaufman)

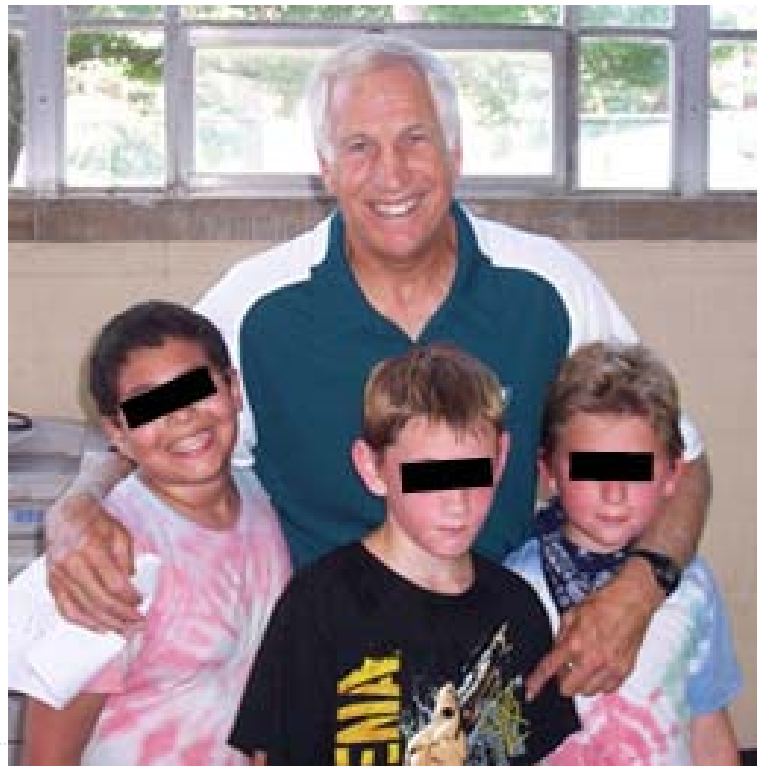




Three Key Opportunities

Huge Shift towards:

◆ Understanding perpetration





Three Key Opportunities

Huge Shift towards:

- ◆ Including the role of bystander





Three Key Opportunities

Huge Shift towards:

- ◆ Looking at impact/role on institutions





Stanford University





Key Questions

- ◆ What are the signs?
- ◆ What motivates a bystander to take action?
- ◆ What do you want them to do?
- ◆ If abuse thrives in isolation, what factors can help build a more relational organization?
- ◆ What is your key opportunity?



“When will our consciences grow so tender that we will act to prevent human misery rather than avenge it?”

~Eleanor Roosevelt





Key Questions



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