

**Year 3 Public Description of Work for  
Action Collaborative on Preventing Sexual Harassment in Higher Education**

University of California, Berkeley

**#WeCARE Campaign Phase 3**

**Relevant Rubric Area(s):** *Bystander Intervention Programs; Identifying and Reinforcing Community Values; Community Readiness for Change*

**Description of Work:**

**Purpose:** The goal of the #WeCARE campaign is to promote bystander intervention and other prosocial behaviors by reinforcing existing attitudes and norms. The campaign uses social norms data from the 2018 MyVoice Survey, which surveyed the entire campus community about their experiences, beliefs, norms, and knowledge regarding sexual violence and sexual harassment. Phase 1 was a campus wide campaign using banners, while Phase 2 used social media and other online spaces to share data and messaging tailored for different affiliate cohorts (students, staff, faculty). The third phase of the campaign focused on reaching undergraduate men using stories about bystander intervention.

Focus group evaluations of the first two campaign phases found that men, particularly undergraduate men, did not respond to the campaign messaging as positively as people of other genders. Male focus group participants reported that they did not believe the data, and thought men were less likely to actually intervene in a potentially harmful situation than they reported in the survey. They also reported their own barriers to intervening, including thinking a victim would find a man intervening on their behalf disempowering, and being concerned that confronting a situation directly would be perceived by other people as a disproportionate response. In response to those findings, Phase 3 de-centered the data and instead, emphasized not only stories of when men intervened, but on how the intervention was received positively.

To create the storytelling campaign with a clear call to action, the PATH to Care Center collaborated with a local organization, Futures Without Violence. The team created a handful of initial stories based on real scenarios. PATH to Care Student Advisory Board members then asked men in their social circles to review the example stories, respond to a questionnaire, and share their own stories. The questionnaire received about 30 responses and about 4 more stories. Next, the team worked with a campus design agency to feature seven stories in posters,

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table tents, and social media posts. One side of the table tents also included relevant conversation starters. The campaign was expanded, in consultation with the campus OVW Grant Coordinator, to include stickers and buttons related to the campaign that individuals could award to other people (ideally men) who had been active bystanders, especially in ways that are generally less visible. People were asked to engage in promoting the campaign by giving and displaying these buttons and stickers.

**Consistency with Rubric Areas:** The third phase of the #WeCARE campaign aligns with the rubric area of *Bystander Intervention Programs* by encouraging men to respond proactively when they witness harmful behavior. The campaign works to overcome barriers to bystander intervention by sharing stories from men to target the misconceptions or concerns held by men about intervening. This type of education helps create a culture of support for survivors and encourages men to intervene not only in incidents of sexual violence and harassment, but other forms of harassment and harm related to the target's identities. The campaign aligns with the rubric area of *Identifying and Reinforcing Community Values* in that it utilizes data from a campus climate survey to share social norms data and uses the stories of undergraduate men to both highlight and reinforce prosocial attitudes and behaviors. Through this reinforcement of community values, the campaign aims to build buy-in from men to be part of creating an environment in which interactions are respectful, bystanders respond to harmful situations, and survivors are supported. The rubric area of *Using Community Readiness for Change to guide efforts* applies to the campaign as well, because the creation of the campaign intentionally accounted for the indicated readiness of undergraduate men, as indicated in focus group evaluations. PATH to Care Center staff used those evaluations to identify areas of denial or resistance to change and address them in the population of undergraduate men. The campaign encourages undergraduate men to engage in prosocial conversations with one another, influencing each other to engage in bystander intervention through the peer promotion of positive social norms.

**Status:** *In progress.* The launch of the third phase of the campaign encountered several obstacles, including that undergraduate residence halls and dining halls had a temporary policy of not displaying posters at the time they were approached. However, posters, table tents, and buttons were displayed in the campus student union buildings, shared on social media, and available during the PATH to Care Center's Clothesline Project tabling in Spring 2022. The team is planning a broader roll-out in undergraduate residences and dining facilities, and broader distribution of stickers and buttons in Fall 2022.

**Novelty:** The #WeCARE campaign is not new, but Phase 3 is new to UC Berkeley since April 2021 and it differs from previous phases in its messaging, design, target population, and strategy. While bystander intervention campaigns are not unique in the higher education space, Phase 3

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of the campaign seems to be uncommon in that it combines storytelling and social norms data with a target population of undergraduate men.

**Evaluation:** The team plans to conduct surveys and focus group testing with undergraduate men who were exposed to the campaign.

**Stakeholder Involvement:** Community stakeholders were involved in many aspects of the campaign. Community members participated in focus groups and evaluations of the first two phases of the campaign, the PATH to Care Center Student Advisory Board reviewed a draft of the campaign and shared it with their peers, and undergraduate men were involved in the storytelling of the campaign. Undergraduate men will also be involved in the evaluation by completing surveys and participating in focus groups. In the fall, the team plans to ask fraternities, athletic teams, and student organizations to take part in the campaign by hanging up posters and posting the content from their social media accounts.

**Next Steps:** For Phase 3 of the #WeCARE campaign, the next steps are to partner with residence halls, dining halls, student organizations, fraternities, Cal Athletics, and other campus units to disseminate campaign materials before students arrive on campus. The goal is to saturate the experiences of undergraduate men so that they are consistently exposed to prosocial stories and data while at UC Berkeley.

**Website for further information (if applicable):** [care.berkeley.edu/prevention-first/campaigns](https://care.berkeley.edu/prevention-first/campaigns)

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