Soteria Solutions

Workplace Solutions - NOAA Sexual Assault and Sexual Harassment Prevention Targeted Poster Campaigns

Relevant Rubric Area(s):

1. Prevention: Identifying and Reinforcing Community Values.
2. Prevention: Audience-specific anti-sexual harassment education.
3. Evaluation: Publicly sharing the results/data from evaluation work.

Description of Work:

Purpose and Goals of the Work

Under a federal contract with the National Oceanic and Atmospheric Administration (NOAA), Soteria Solutions worked collaboratively with NOAA's Workplace Violence Prevention and Response Office (WVPR) from 2019-2023 to develop several strategic deliverables. As part of this partnership, Soteria Solutions developed two poster campaigns focused on sexual assault and sexual harassment (SASH) prevention and response. These campaigns were developed for the National Weather Service (NWS) and for the Oceanic and Atmospheric Research (OAR) line offices. Both campaigns include a series of 8 posters that teach NWS and OAR employees about SASH, highlight positive norms that can support workplace culture change, and how to safely intervene as a bystander to prevent and respond to SASH. The posters incorporated line office-specific statistics from the 'We Are NOAA' Workplace Culture Survey©[1], a previous undertaking Soteria Solutions developed for NOAA. In addition, Soteria Solutions created companion implementation guides for the individuals who are responsible for disseminating the poster campaigns.

As an earlier deliverable in the partnership with NOAA, Soteria Solutions created a 20-minute interactive online NOAA SASH Bystander Intervention Module ('Bystander Module')[2], which was pilot-tested and evaluated within the NWS line office. With 95% of NWS employees completing the Bystander Module in 2022, Soteria Solutions decided to frame the NWS posters, called "We Are NWS" as a "booster" campaign, reinforcing core messages in the Bystander Module.

After creating the posters for NWS, Soteria Solutions created a similar campaign for OAR, called "We Are OAR." Given that OAR employees had not yet received baseline education via the Bystander Module, this was designed as a "primer" campaign rather than a "booster." This campaign introduced bystander concepts from the Bystander Module and presented foundational information on SASH definitions and norms, and the distinction between restricted and unrestricted reporting.

Data collection is at the core of NOAA's mission and is important, not just to the advancement of NOAA's scientific work, but is also highly desired in NOAA's SASH prevention and response efforts. At the start of the partnership with NOAA, Soteria Solutions conducted a thorough assessment of the NOAA workplace, which included conducting focus groups, individual

interviews, and on-site meetings with different line offices in varied environments, including NOAA-commissioned ships, dive team centers, and traditional office settings. Findings from that assessment formed the basis and messaging for all strategies that Soteria Solutions implemented through this partnership, including the 'We Are NOAA' Workplace Culture Survey©, the Bystander Module, and then the 'We Are NWS' and 'We Are OAR' poster campaigns that followed.

Soteria Solutions worked with WVPR, the NWS Tiger Task Force, and the OAR Diversity and Inclusion Advisory Committee (ODIAC) to develop the campaigns' content, which is based on information in the Bystander Module and is informed by the NWS Tiger Task Force and ODIAC initiatives. The campaigns are grounded in best practices and research on effective prevention using social norms and social marketing strategies. Social marketing campaigns are most effective when the target audience sees themselves and scenarios that are part of their everyday work and personal lives. Thus, Soteria Solutions developed these poster campaigns in collaboration with the NOAA teams and using data from NWS & OAR employees.

Soteria Solutions also developed guidance on best practices for disseminating the posters, both as hardcopy posters and virtual images, in the respective NWS and OAR workplaces. Dissemination of the posters is intended to occur in consecutive order (beginning with posters #1 and #2), with two posters being shown, side by side, at the same time. Each poster pair should be shown for no less than one week and no more than two weeks. After one to two

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weeks, the poster pair is taken down and the next pair of posters should be displayed until all four poster sets (a total of 8 posters) have been displayed in the workplace.

To support effective implementation of the poster campaigns, two companion implementation guides were developed (one adapted for each line office) to provide important information and resources for supervisors or other individuals charged with disseminating the posters. The guides include context specific to each workplace, but both included the following:

- Overview of the poster campaign and important contact information;
- Background on the poster campaign, including identifying a campaign team, selecting images, and customizing the campaign;
- Dissemination strategies, including determining where/how to implement and how to engage the target audience;
- Maintaining the poster campaign during its implementation and how to end the campaign;
- Research informing the poster campaign;
- Strategies for responding to doubts or pushback from employees;
- How to generate thoughtful conversations about the campaign;
- Strategies for preventing SASH and unwanted behaviors in the workplace, including prosocial bystander intervention strategies; and
- A sample posting location master list.

It was crucial to Soteria Solutions to provide these guides to supervisors or staff implementing the campaigns as a support resource to prepare them to introduce the poster campaign and respond to questions about the campaign in an effective way that would help set the tone for how the workplace receives the campaign's messages.

Current Status & Next Steps

NWS launched their poster campaign in April 2023 , and conducted an initial assessment of poster acceptability and applicability. OAR planned to launch their poster campaign in 2024.

At the conclusion of the contract with NOAA in 2023, Soteria Solutions provided the WVPR team with several recommendations of ways to continue the momentum of various collaborative projects, including the 'We Are NWS' and 'We Are OAR' poster campaigns. Specifically, Soteria Solutions recommended that OAR employees be invited to complete a feedback survey on the OAR primer posters to gauge acceptability and applicability. OAR will also need support from WVPR as they implement the posters in their workplace. Once the evaluation data has been collected, it should be analyzed and used to further refine these prevention strategies and to inform new ones, including launching poster campaigns in other NOAA line offices.

Additionally, Soteria Solutions recommended that WVPR leverage relationships with established groups within NOAA to amplify their important prevention trainings, advocacy, and support services. Buy-in from leadership at all levels led to a more significant impact and reach of initiatives such as the poster campaigns, and this strategy should be continued.

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The NWS and OAR poster campaigns serve as a model for other organizations on how to infuse prevention messages and organization-specific data into a passive prevention strategy. The campaigns utilize organization-specific data to highlight ways to change norms that support SASH.

Links to Relevant Action Collaborative Work Previously Submitted

[1]https://webassets.nationalacademies.org/files/PGA-CWSE-19-P-164/repository/year-2/soteria-solutions-a-comprehensive-approach-to-assessing-climate-and-culture-workplace-culture-survey.pdf

[2]https://webassets.nationalacademies.org/files/PGA-CWSE-19-P-164/repository/year-3/soteria-solutions-workplace-solutions-noaa-sash-module.pdf

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