

Sexual Violence Prevention Toolkit: Executive Summary

Introduction

This Sexual Violence Prevention toolkit was created as a guide for Jackson Health System's Roxcy Bolton Rape Treatment Center and local prevention programs and coordinators in Miami-Dade County to start the process of changing social norms within their communities. Social marketing campaigns focused on addressing sexual violence typically aim to enhance knowledge and address attitudes among students, but some also provide strategies for behavioral change. These include campaigns focusing on social norms and bystander interventions.

Social norms

Social norms are unwritten rules and expectations that govern behavior within a particular society or group. These are the shared beliefs, values, attitudes, and behaviors that guide how individuals interact with one another and how they perceive what is acceptable or unacceptable within their community. Efforts to address sexual assault involve challenging and transforming harmful norms that contribute to victim-blaming or condone aggressive behaviors. This also entails promoting social norms that prioritize consent, respect, and equality.

Bystander interventions

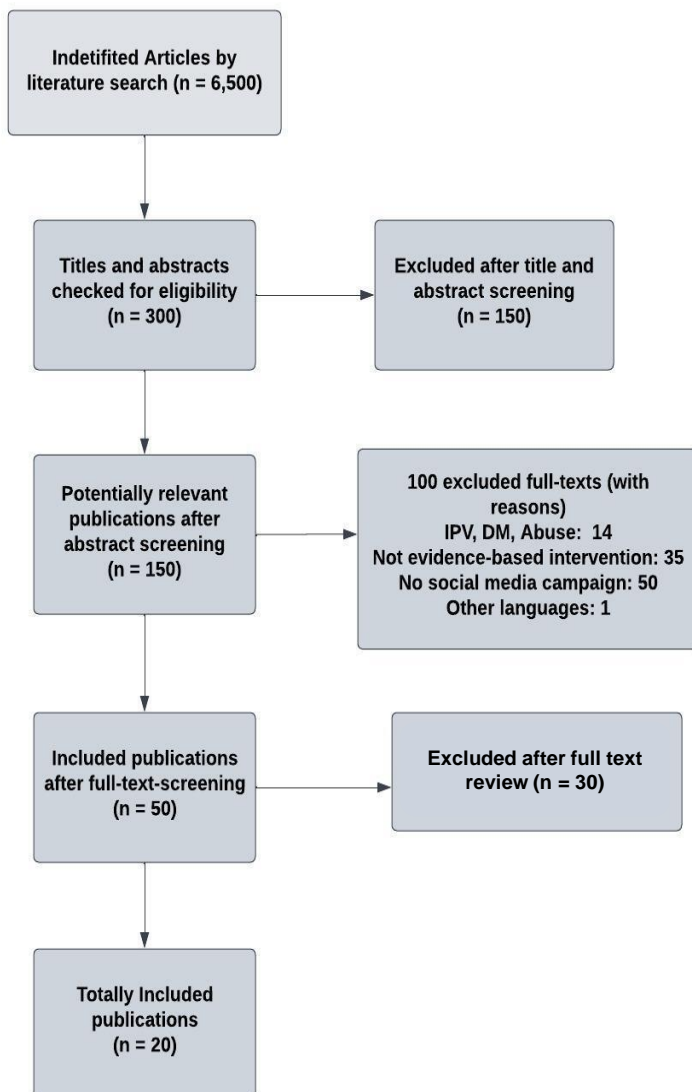
Bystander intervention programs create a shared sense of responsibility and encourage peers to interrupt situations that could lead to assault before it happens or during an incident, speaking out against social norms that support sexual violence. Whether or not someone intervenes is strongly influenced by the extent to which they feel that others in their immediate environment share their concerns and will support their efforts.

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Development of a Sexual Violence Prevention Social Marketing Toolkit

The development of this social marketing toolkit is the result of a formative process involving a systematic review of evidence-based practices in sexual assault prevention, focused on social norms and bystander behaviors. The figure below describes the process that led to the identification of ten articles describing evidence-based practices and factors impacting beliefs, attitudes, and behaviors to protect against sexual assault among college students. **Figure 1** includes details about the review process.

Figure 1. PRISMA flowchart of Study Selection.



A comprehensive search strategy was developed to identify all relevant evaluation studies of sexual violence prevention campaigns on college campuses. The search strategy included terms related to three constructs: (1) college, (2) sexual violence, and (3) campaign. The search was conducted in three databases Google Scholar, Medline (PubMed), and Psychinfo, key terms were searched in the Abstract field. To be included for selection, studies must have been (1) evaluated a sexual violence campaign that was implemented on a college campus, (2) reported at least one of the following behavioral outcomes: perpetration, victimization, or bystander action, (3) published in English.

Articles must have been published in English between January 1, 2013, and January 1, 2023. Additional sources were searched to identify unpublished works such as technical reports, theses, and dissertations. Each reviewer independently searched a set of databases and screened titles to identify relevant studies to be retrieved for further review; a merged list of potentially eligible studies was compiled from all reviewers following completion of the search. The reviewers then shared the task of applying the selection criteria (i.e., green, yellow, and red) to the study abstracts to determine which articles should be retrieved for further review; each study was screened by two reviewers. Lastly, two reviewers applied the selection criteria to the full-text articles to determine the final studies to be included in the review.

Categories and Subcategories of the Types of Messages in the Studies

KNOWLEDGE	PERCEIVED NORMS	<p>Participant agreement on statements about <u>their</u> peers' activities related to sexual assault prevention (e.g., "most students would support someone if they saw him/her trying to prevent sexual assault from happening"; <u>Hust et al., 2017</u>).</p> <p>Nonfraternity members were exposed less to sexual violence and IPV prevention messages and had a higher acceptance of sexual violence (<u>Seabrook, 2021</u>).</p> <p>College students' assumptions about women's and men's online sexual behaviors are linked with attitudes and intentions to engage in sexual consent communication with a sexual partner (<u>Smith, 2021</u>).</p>
	DISSEMINATION	<p>non-Greek students, those not members of a group, heterosexual students, and men are at a disadvantage in exposure to sexual violence messages (<u>O'Connor et al., 2022</u>).</p>

ATTITUDES	RAPE MYTH ACCEPTANCE	<p>Participant level of endorsement of sexual violence myths and misconceptions (e.g., <u>the survivor "asked for it."</u> <u>Huppín and Malamuth, 2022</u>;</p> <p>The shift from "no means no" (placing the burden of establishing no consent on the unwilling) to "only yes means yes" (placing the onus of establishing consent on the instigator of sexual contact) (<u>Silver & Hovick, 2018</u>).</p> <p>Rape myths encourage victim blaming which is consistent with world beliefs (<u>Vonderhaar, 2015</u>).</p> <p>College-aged males reported greater acceptance of tweets challenging rape myths (Sharing Information) than they did to tweets sharing information about the severity of sexual violence (<u>Nicolla, 2023</u>).</p>
	RAPE CULTURE	<p>Normalization of violence against women, including a growing conceptualization of a rape culture on college campuses (e.g., <u>social upbringing, university culture, labeling, negative emotions</u>; <u>Sinko et al., 2019</u>)</p>
	SELF-IMAGE AFFIRMING BELIEFS	<p>Change attitudes and beliefs through self-image-affirming activities. (<u>Huppín and Malamuth, 2022</u>)</p>
	ATTITUDES TOWARD BYSTANDER BEHAVIOR	<p>Self-persuasion to reduce sexual aggression perpetration and increase prosocial bystander behaviors (e.g., <u>elf-affirmation, personal relevance</u>; <u>Wong et al., 2022</u>).</p>

BELIEFS	CULTURAL BELIEFS	Alcohol use, low self-esteem, lack of knowledge about consent, being part of a small community, misogyny, sexism, and heterosexism are contributing factors to increased sexual violence (<i>Ollen et al., 2017</i>). Believes about effective consent for sex, alcohol, and consent (<i>Salazar et al., 2017</i>).
	SEXUAL MISCONCEPTIONS	Female physical attractiveness influences male's over-perception of sexual interest, decreasing the labeling of nonconsensual sex as sexual assault (<i>Yndo and Zawacki, 2020</i>).

SOCIAL NORM	INJUNCTIVE NORM	Intention to correct misperceptions of peers' attitudes and behaviors (e.g., <i>take action on how you can end sexual violence on campus, Hust et al., 2017</i>)
INTENTION/EFFICACY	CONSENT INTENTION	Improve consent communication among college students (e.g., <i>Even though I really didn't want to, I ended up doing it because I didn't want him to feel bad or like something was wrong with him. Guys are really touchy about that stuff" Jozkowski, 2017</i>) Promote consent as an essential and enjoyable aspect of sexual relations. (e.g., <i>Consent can be Revoked, Thomas et al., 2016</i>).
	BYSTANDER INTENTIONS	Educate and persuade men to get involved when they observe peers engaging in behaviors indicative of a culture supporting sexual assault (e.g., <i>When Jason wouldn't leave Mary alone, I said she's not into you anymore let it go" Mabry & Turner, 2016</i>) Increase awareness and mastery of bystander intervention techniques to prevent sexual assault (e.g., <i>It's Your School. It's Your City. It's Your Place Sundstrom, 2018</i>). Inclusivity for LGBTQ spectrum students and institutional assurance of safety and justice (<i>McMahon et al., 2020</i>).
	EFFICACY	Message fatigue leads to ineffective persuasive outcomes (<i>three or more messages increases message fatigue; Reynolds-Tylus, 2021</i>) Rape prevention campaign sends contradictory and confusing messages to boys and men about rape and sexual assault (e.g., <i>My Strength is Not for Hurting So when [something happened], I didn't rape her"; Murphy, 2009</i>)

Designing a Social Marketing Campaign Approach

The 4 P's of the Social Marketing Mix were adapted to follow the project's goals. (1) Product: use evidence-based interventions to provide engaging and informative content related to sexual assault prevention, survivor support, consent education, and bystander intervention; (2) Price: identify potential barriers that social media users might face (e.g., skepticism, reluctance to engage with sensitive topics). Identify potential myths surrounding sexual assault; (3) Place: choose the right social media platforms where your target audience is most active. This could include platforms like Instagram, Twitter, Facebook, TikTok, or relevant online forums.

Tailor your content to suit the platform's format and user behaviors, maximizing its reach and engagement; (4) Promotion: develop a consistent posting schedule to maintain a steady presence on social media. Utilize hashtags that are relevant to sexual assault awareness and prevention to increase the discoverability of your content. Collaborate with influencers, bloggers, and organizations that have a strong online presence to extend your reach.

Figure 2. Example of the Social Marketing Mix in the context of a sexual violence prevention campaign

Product: Interventions

- Consent is Good, Joyous, Sexy: Banner campaign.
- It's Your Place Campaign.
- Web-based Intervention to debunk sexual myths.
- "My Strength is Not for Hurting" Campaign.
- Addressing Rape Myths.
- Tailoring messaging that resonates with university students and sexual minorities.
- Collaborating with local leaders, organizations, and influencers to leverage their networks and establish trust within the community.

Price: Costs associated to desired action and barriers

- Social/peer disapproval.
- Fear of getting in trouble, fear of failure.
- Social or cultural barriers
- Message fatigue due to message overload, redundancy, and repetition.
- Cultural forms of gendered violence normalization.
- Alcohol influence informed consent.
- Technology-based coercive behaviors.

Place

- Integrating marketing campaign program into campus activities.
- Engaging professors, student organizations, and campus health services.
- Partnering with LGBTQ+ student groups or community organizations.
- Apps, websites, and social media.
- Key community gathering places such as local centers, religious institutions, community centers.

Promotion

- Social media platforms where the target audience is most active (e.g., Instagram and TikTok might appeal to a younger audience, Facebook could reach a broader demographic).
- Hashtags can increase the discoverability of the content beyond your immediate followers.
- Compelling visuals, infographics, videos, and animations to make the content more engaging.
- Partner with influencers, activists, or organizations working on related issues.

Major Findings from the Reviewed Social Media Campaign Articles

- **Social norms**

- Messages communicating positive injunctive norms have been found to be most effective among men least likely to engage in bystander intervention.
- Highlight positive social approval and reinforcement that individuals receive when they engage in bystander intervention behaviors.
- Acknowledge and reinforce prevailing social norms related to bystander intervention, emphasizing that many individuals are already engaging in such behaviors.
- Challenge rape culture and violence normalization with campaigns aimed at changing attitudes and behaviors.
- Understand that violence and normalization may vary based on race, gender identity, sexual orientation, and other intersecting factors.
- Incorporate empowerment in messages that challenge rape culture

- **Rape Myth Acceptance**

- Messages focused on debunking 'social media consent myths' are not as effective as promoting a more accurate understanding of consent, particularly addressing the gender-specific myths that have a negative impact on consent.
- Tailor messages to address the specific factors influencing their acceptance of rape myths.
- There should be a focus on promoting healthy attitudes and behaviors related to consent and sexual assault prevention.
- Promote collaborative, inclusive messaging that may not be aversive to young men.
- Interventions for younger students might focus on education and awareness, while interventions for men might address masculinity norms and stereotypes.

- **Consent**

- Self-image–affirming activities or messages can improve standard consent, self-standards in defining consensual sexual behavior, increases in perceived knowledge of available resources for sexual assault victims, lower support of rape myths, and greater support for punishing someone convicted of sexual assault.
- A pro-consent message has the potential to convey the message that consent is necessary and sexy.
- Behavioral campaigns like “Consent is Sexy” may work best in conjunction with proven campaign strategies that specifically address rape myth acceptance.
- Prevention programs should educate men that ambiguous sexual interest cues do not equate to consent.
- Programs can increase awareness that perceptions of sexual interest may be inaccurate while highlighting the importance of gaining sexual consent, in turn encouraging unambiguous sexual consent between partners.

Major Findings (continuation)

- **Bystander interventions**

- Bystander intervention can positively influence attitudes, self-efficacy, and behavioral intentions.
- A focus on bystanders can help create new situational and community norms for intervention to prevent sexual violence, provide role models of helping behavior, and build a repertoire of specific skills for bystanders.
- Fosters bystanders sense of responsibility for intervening, sense of competence for intervening, and an appropriate understanding of sexual violence to facilitate identifying situations where intervention may be necessary
- Facilitate engagement in dialogue about sexual assault and proactive bystander activities.
- Create community norms in support of community responsibility for prevention, increasing an overall sense of community and decreasing any threats to status that an individual may perceive as a consequence of intervening in a risky situation.
- Build community support to promote the safety of bystanders
- “It’s Your School. It’s Your City. It’s Your Place” to increase involvement and “It Is Your Place: You’re Not Ruining a Good Time” are examples of messages to increase bystander intervention.
 - This message provided incentive for young men and women to take ownership of a situation and build a safe community through bystander intervention.
 - Facebook and Twitter provided daily campaign messages, as well as engagement with the target audience in the form of testimonials, quizzes, photos, news, etc.
 - A short video illustrated the sequence of events that may lead to sexual assault and safe, appropriate ways to intervene.
 - A series of scenarios showed how a situation may escalate to a sexual assault without bystander intervention and modeled opportunities to intervene.
 - The behaviors included directly intervening (e.g., a male friend steps in) and delegating (e.g., female friends intervene to walk their friend home).
- Prioritize the reinforcement of positive attitudes and beliefs among young men.
- Correcting peer norms may contribute to increased self-efficacy (thinking they can accomplish the task if told that a majority of their peers have accomplished it).
- Self-persuasion interventions have a positive impact on prosocial bystander behaviors (e.g., reflecting on one’s core values and how they are congruent with sexual consent), it is recommended to further develop and implement similar interventions.
- As different target audiences may respond differently to self-persuasion interventions, consider tailoring interventions to address the unique needs and characteristics of specific populations.

Major Findings (continuation)

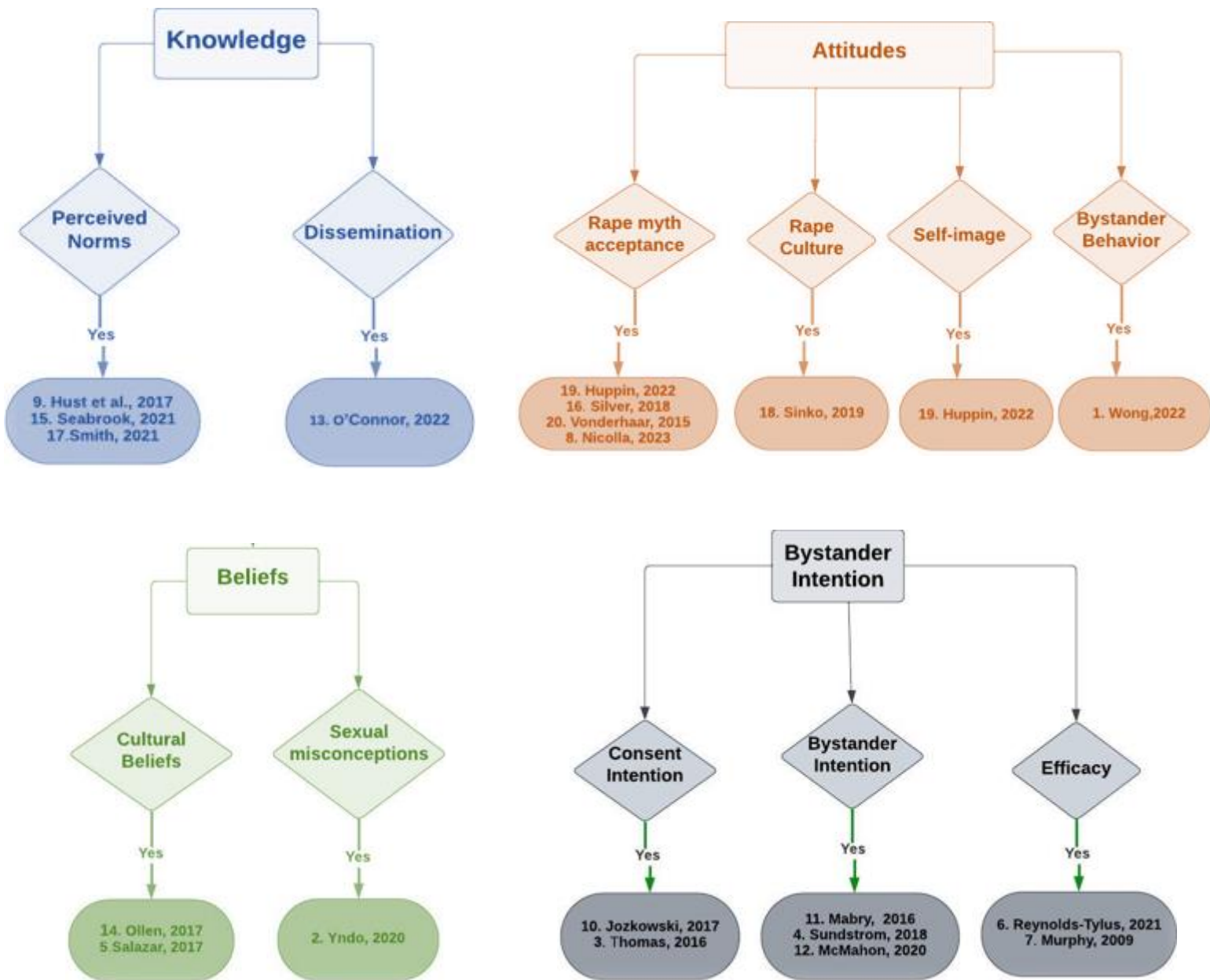
- Opportunities for peer-focused bystander initiatives, implementing identity-informed, social-justice-oriented prevention programming, violence prevention programming “tailored” toward minoritized identities, reflecting their “real-life situations.”
 - Ensure the LGBTQ community is also included in the prevention program efforts.
 - Reach all other races and ethnicities.
 - Foster an inclusive and equitable approach to sexual violence prevention (culturally sensitive messages tailored to meet the unique needs of diverse racial and ethnic groups, fostering).
 - Education targeted at sexual minority students about their particular vulnerability to sexual assault and the meaning and importance of consent.
 - Create spaces for informal communication about the issue.
- Fraternity houses may provide a place for the university to deliver programming, as evidenced by the finding that those with official houses engaged in more IPV education/ activities, were exposed to more messages about IPV, and were more aware of resources, than nonmembers.
 - The results of this study highlight the potential dangers of banned fraternities. These unofficial or rogue houses may be particularly problematic because the university cannot deliver IPV-related programming.
- The entertainment-education strategy can help develop sexual assault prevention messages that garner the interest of the target audience. This is a *“process of purposely designing and implementing a media message to both entertain and educate, in order to increase audience members’ knowledge about an educational issue, create favorable attitudes, shift social norms, and change overt behavior.”*

Recommended adaptations from identified evidence-based approaches

The next sections include a summary of recommended adaptations of sexual violence prevention strategies and messages, based on the evidence-based approaches identified in the articles systematically selected for this toolkit. Each set of recommendations is classified under four major campaign focus areas: 1) knowledge, 2) attitudes, 3) beliefs, and 4) bystander intention. The aim is to facilitate the selection of social marketing strategies and messages based on the focus of interest.

Decision Tree: Recommended adaptations from identified evidence-based approaches

The next sections include recommended adaptations of sexual violence prevention strategies and messages, based on the evidence-based approaches identified in the articles systematically selected for this toolkit. Each set of recommendations is classified under four major campaign focus areas: 1) knowledge, 2) attitudes, 3) beliefs, and 4) bystander intention. The aim is to guide and facilitate decisions regarding potential social marketing approaches to support sexual violence prevention strategies according to the focus of interest.



***Note:** The numbering system used are based on the list of final reviewed articles included in the Social Marketing Toolkit (please refer to Chapter 6 of the full version).

Knowledge (Selected articles)

***9) The Entertainment-Education Strategy in Sexual Assault Prevention: A Comparison of Theoretical Foundations and a Test of Effectiveness in a College Campus Setting (Hust et al., 2017)**

Adaptation

- Use social media to disseminate prevention messages using an entertainment-education strategy.
- Entertaining and educational web-based video series to be viewed on mobile phones and computers through social media networks such as Instagram, Facebook, and YouTube (TikTok cannot be included due to State regulations).
- Combination of behavior modeling and norm-corrective.
- Prevention topics: sexual consent negotiation, bystander intervention, seeking services after sexual assault incident, support of sexual assault victims, and participation in sexual assault reduction activities.
- Production of videos would be similar to what influencers do on social media, but messages and scripts would be developed as part of the campaign, in consultation with college and community partners.
- Show characters that are appealing to the target audience, interacting in ways typical of the target audience, using appropriate slang and referencing current trends and media.
- Main prosocial message (e.g., healthy consent negotiation is necessary and call to action to intervene as a bystander) must be integrated in multiple places throughout the storyline.
- Characters must transition to the adoption of healthy behaviors.

Examples of Social Media Messages

- Our narratives are action-packed with messages of intervention and consent. Join us in taking action to make every story a safer one.
- Our stories are more than entertainment; they're stories for change. Discover how we inspire healthy consent negotiation and active bystander intervention.

***15) Examining attitudes towards sexual violence and IPV prevention activities among fraternity members with official and unofficial houses (Seabrook, 2021)**

Adaptation

- Disseminate campaign messages among official Greek organizations through their direct social media accounts and reach other non-member students through the institution's social media networks.
- Prevention messaging: promote bystander behaviors and positive social norms.
- Identify potential leaders or influential peers within these groups to serve as spokespeople for the campaign.

Examples of Social Media Messages

- We all play a role in preventing sexual violence. Join us in promoting awareness, knowledge, and action. Together, we can make a difference.
- Fraternity members, your actions matter. Let's work together to ensure fraternity houses are spaces of respect, support, and safety.
- Safe spaces are essential for everyone. Let's create a culture where fraternity houses are known for respect and inclusivity.
- Fraternity values include respect, brotherhood, and community. Let's ensure these values extend to preventing sexual violence.

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17) Sexual Consent on Social Media: How College Students' Exposure To Sexualized and Party-Related Content on Social Media Relates to Their Sexual Consent Beliefs, Attitudes, and Intentions (Smith, 2021)

Adaptation

- Design a program about social media myths can shape beliefs about sexual consent.
- Frame messages that counteract social media beliefs about consent and communication.
- Reason for using social media can help in crafting messages that satisfy those needs while also educating about sexual consent

Examples of Social Media Messages

- Think consent is a one-time question? Think again. Swipe up to learn the truth.
- Join our expert-led webinar debunking myths about consent.
- Ever heard that 'silence means consent'? It's a myth. Let's set the record straight.
- Consent must be explicit and continuous. Don't assume, always ask

Attitudes (Selected articles)

16) A Schema of Denial: The Influence of Rape Myth Acceptance on Beliefs, Attitudes, and Processing of Affirmative Consent Campaign Messages (Silver & Hovick, 2018)

An evaluation of the “Consent is Sexy” campaign showed that, while reinforcing positive attitudes and beliefs about sexual communication and consent is an important task, rape myth acceptance may indirectly influence degree to which campaign messages are processed, due to reduction in perceived salience. Behavioral campaigns like “Consent is Sexy” may work best in conjunction with proven campaign strategies that address rape myth acceptance by increasing the perceived salience of sexual violence.

Adaptation

- Incorporate messages to address rape myths in conjunction with messages about consent communication.
- Highlight the impact of sexual violence and reasons why it is a relevant issue for everyone, both personally and socially.
- Reinforce positive attitudes and beliefs about consent communication.
- Aim to reframe affirmative consent as a desirable and enjoyable aspect of a healthy and fulfilling sex life
- Highlight the role of bystanders in addressing rape myths.

Examples of Social Media Messages

- Communication is the key to great sex! Learn how asking for consent can lead to more fulfilling and enjoyable experiences.
- Empower your sex life with consent! It's about making sure everyone is comfortable and excited.
- Asking your partner what they desire can be incredibly seductive. Find out how seeking consent can be part of your passionate journey.

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19) Priming Self-Affirmation Reduces the Negative Impact of High Rape Myth Acceptance: Assessing Women's Perceptions and Judgments of Sexual Assault (Huppín and Malamuth, 2022)

Individuals high in rape myth acceptance are more likely to disregard or discount rape prevention messages, making it challenging for standard prevention approaches to effectively reach this group. The self-affirmation approach is effective, specifically among women high in rape myth acceptance.

Adaptation

- Consider attitudes and subjective norms to predict behavioral intentions related to sexual assault prevention.
- Identify the perceived barriers and benefits that might influence an individual's readiness to adopt new attitudes and engage in preventive behaviors.
- Recognizing that individuals are at different stages of readiness for behavior change may allow for a more tiered approach.
- Facilitate the spread of newly-adopted positive attitudes and behaviors through influential members of a given community or organization.

Examples of Social Media Messages

- Your actions are shaped by your beliefs. Choose to be an advocate for consent.
- The risks are real, but so are the solutions. Learn how you can take steps to prevent sexual assault.
- Media shapes our views more than we realize. Let's demand better representation and say no to perpetuating rape myths.

8) Social Media Communication About Sexual Violence May Backfire: Online Experiment with Young Men (Nicolla, 2023)

Adaptation

- Emphasize the benefits of adopting certain attitudes or behaviors or highlight the negative consequences of not adopting them.
- Create messages that highlight discrepancies between harmful attitudes and positive values.
- Illustrate how behavior change can occur through observation, modeling, and reinforcement. Showcase positive role models who have changed their attitudes and behaviors regarding sexual violence.

Examples of Social Media Messages

- 1 in 3 women will have an unwanted sexual experience in their lifetime. We have to change the landscape.
- Sexual violence can ruin the victim's life. Helps us change what people believe and say about rape.
- No matter what, the victim should never be blamed.

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18) Internalized Messages: The Role of Sexual Violence Normalization on Meaning-making after Campus Sexual Violence (Sinko et al., 2019)

College environment may contribute to the normalization and conceptualization of a rape culture. Internalized normalization affects how survivors label and interpret their own experiences of sexual violence.

Adaptation

- Use survivor stories to help de-normalize harmful beliefs about sexual violence.
- Educate the audience about the actual consequences of sexual violence and how societal norms can be changed.

Examples of Social Media Messages

- Myth: Consent can be assumed. Fact: Consent must be explicit.
- Ever witnessed sexual aggression being shrugged off? It's time we challenge this.

1) Self-persuasion: An experimental evaluation of a sexual aggression preventive intervention for US college men (Wong et al., 2022)

Using self-persuasion increases prosocial bystander behaviors, like intervening in potential sexual aggression situations. Self-persuasion has the potential to reduce participants' own perceived risk of perpetrating sexual aggression, which in turn increases their prosocial behaviors.

Adaptation

- Develop short, impactful videos or animated graphics that illustrate the principles of cognitive dissonance, self-affirmation, and personal relevance.
- Encourage followers to post about their core values related to consent and respect, fostering a sense of self-affirmation among participants.
- Use self-persuasion techniques in the posts.
- Share success stories or positive outcomes from the campaign, showcasing the real-world impact of the intervention and motivating others to participate.

Examples of Social Media Messages

- "Consent is everything. Respect boundaries and always ask for permission before engaging in any sexual activity. Let's create a culture of consent together!"
- "Real men always prioritize consent. It's not about power, it's about respect. Be the change and help us create a safe environment for everyone."
- "Bravery is not about forcing yourself on others. True bravery lies in standing up against sexual aggression and supporting survivors. Let's be brave together!"
- "Self-control is key when it comes to sexual activities. Let's redefine masculinity by promoting healthy relationships and respecting boundaries."
- "We believe in positive norms. Let's create a culture where everyone feels safe, respected, and heard. Join us in promoting consent and preventing sexual aggression."
- "Respect is the foundation of healthy relationships. Let's make sure consent is always present, both in the bedroom and in our everyday interactions."

***Note:** The numbering system used are based on the list of final reviewed articles included in the Social Marketing Toolkit (please refer to Chapter 6 of the full version).

Beliefs (Selected articles)

5) Salazar, L. F., Vivolo-Kantor, A., & McGroarty-Koon, K. (2017). Formative research with college men to inform content and messages for a web-based sexual violence prevention program. *Health communication, 32(9)*, 1133-1141. (Salazar et al., 2017)

Many individuals may unconsciously hold beliefs that perpetuate or condone sexual violence. Prevention programming should identify and counter these negative normative beliefs to foster a more respectful and consensual culture.

Adaptation

- Emphasize on the following aspects: 1) Men's interpretation of sexual interest, 2) meaning and methods of obtaining consent, 3) role of alcohol in sexual encounters, 4) barriers and facilitators to bystander intervention, and 5) effective intervention techniques.
- Frame the content in ways that resonate with your target audience (e.g. frame bystander intervention as a collective responsibility or as an empowering action).
- Leverage the interconnectedness of social media networks.
- Encourage shares, tags, and collaborations, allowing the content to reach extended networks and communities.

Examples of Social Media Messages

- When your friend's had a few too many and thinks they're invincible, it's time for some clever diversion tactics!
- Distract your friend's attention from risky situations. Engage them in fun conversations, games, or dancing. Get creative!
- Call in reinforcements! Enlist other friends to help redirect your buddy's focus away from potential trouble.

2) Factors Influencing Labeling Nonconsensual Sex as Sexual Assault (Yndo and Zawacki, 2020)

Create intervention programs that address the issue of consent and the dangers of making assumptions based solely on physical attractiveness or ambiguous cues. Men are more likely to misperceive sexual interest when cues are not clear. Increased physical attractiveness and interest cues increase perceptions of sexual interest, in turn decreasing the labeling of nonconsensual sex as sexual assault.

Examples of Social Media Messages

- Did you know? Research suggests that when people perceive increased physical attractiveness and interest cues, they may be less likely to label certain actions as sexual assault.
- It is crucial to understand that consent is an unequivocal YES for both. No matter the circumstances or appearances, consent is non-negotiable.
- Let's make one thing crystal clear: Consent is NOT about looks, cues, or assumptions. It's a clear YES or NO!

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Bystander Intention (Selected articles)

10) College Students' Sexual Consent Communication and Perceptions of Sexual Double Standards (Jozkowski, Mercantonio & Hunt, 2017)

Existing power imbalance and gender-assigned sex roles among college students/ young adults may contribute to men's preference to assume consent until they hear otherwise and women's preference for men to ask for consent. Two major perceptions among college students act as crucial barriers to positive sexual consent behaviors: overall endorsement of a sexual double standard and obtaining sex and consent as part of a conquest/competition. Findings suggest that college students still defer to the traditional script in which men initiate sex and women are expected to be the gatekeepers.

Adaptation

- Focus on norm-corrective messages regarding the roles involved in consent communication and myths regarding gender roles and power imbalance.
- Behavior modeling messages can be used to teach skills on consent communication between those involved in the relationship.
- Avoid polarized messages regarding consent, such as "no means no" and "yes means yes".
- Educate about and help develop skills regarding consent communication and negotiation.
- Promote messages about establishing healthy, equitable relationships.
- Promote the importance of direct communication in giving and obtaining consent.
- Promote the difference between vague forms of consent and direct consent.

Examples of Social Media Messages

- Let's explore how culture shapes our views and work toward healthier communication.
- Consent is a mutual agreement, not a conquest. Together, we can change the narrative and prioritize mutual respect in all relationships.
- Respectful relationships are built on open communication and consent. Let's challenge harmful beliefs and create a culture of respect and understanding.
- Empower your voice in consent communication. Your boundaries matter, and you have the right to express them. Let's empower each other to speak up.
- Together, we can challenge harmful gender norms, empower consent communication, and create a culture where everyone's boundaries are respected.

***Note:** The numbering system used are based on the list of final reviewed articles included in the Social Marketing Toolkit (please refer to Chapter 6 of the full version).

3) Consent is good, Joyous, Sexy: Banner Campaign to market consent to college students (Thomas, 2016)

Students who were exposed to the campaign were more likely to engage in activities related to sexual assault education, awareness, and prevention. The majority of students had a positive reaction to the campaign, indicating that the method and message were generally well-received. The message was clear and concise, students appeared to understand the message about consent clearly.

Adaptation

- While the core message and findings from the banner campaign remain central, the delivery mechanism, interactivity, and real-time adaptability offered by social media can enhance the campaign's reach and impact.
- Just as the colorful banners attracted attention on campus, visually engaging graphics or short videos can be designed for social media platforms to capture users' attention amidst a plethora of content.
- The study highlighted the effectiveness of "pithy, upbeat messages." On platforms like Twitter or Instagram, where brevity is key, such succinct and clear messaging can resonate well.
- Unlike static banners, social media allows for two-way communication. Incorporate polls, quizzes, or interactive stories to engage users and assess their understanding of the consent message.
- Amplify the message and create a wider impact. Designing shareable content or graphics, using relatable memes, or creating shareable challenges can be effective.

Examples of Social Media Messages

Although these messages were for a banner, they can be adapted for social media without going through an extensive change in the wording or the content.

- "Consent Can Be Revoked!"
 - Explanation: Highlight the importance of ongoing consent throughout any intimate encounter. Remind people that it's perfectly okay to withdraw consent at any point if they feel uncomfortable or change their mind.
- "Consent Is Always Best When Consensual!"
 - Explanation: Stress the significance of mutual consensual in any sexual activity. Encourage open communication and the active involvement of all parties to ensure everyone is on the same page.
- "Sex Without Consent Is Assault, Is not Sex!"
 - Explanation: Without consent, any sexual activity is not consensual but a form of assault. This message aims to dispel any confusion about the definition of consent.
- "Discover the Joy of Mutual Consent!"
 - Explanation: Frame consent positively by highlighting the joy and intimacy that comes from engaging in consensual sexual activities. Emphasize that consent enhances the overall experience for everyone involved.

These improved messages aim to educate, empower, and promote positive conversations about consent in a more engaging and responsible way on social media.

***Note:** The numbering system used are based on the list of final reviewed articles included in the Social Marketing Toolkit (please refer to Chapter 6 of the full version).

11) Do Sexual Assault Bystander Interventions Change Men's Intentions? Applying the Theory of Normative Social Behavior to Predicting Bystander Outcomes (Mabry & Turner, 2016)

The found that positively framed messages have greater positive impact on behavioral intention when men hold weaker descriptive norms and are lower on one of these factors (subjective norms, social approval, and ego involvement). Gain-framed messages (benefits to self) are more effective when addressing preventive behaviors. Individuals already perceiving that their peers are engaging in bystander behaviors are more likely to, regardless of exposure to messages. The “Where Do You Stand?” campaign is an example of a positively-framed bystander intervention. It shows college men in realistic situations in which they have the opportunity to intervene and take a stand against harassment (i.e., engage in active bystander behavior).

Adaptation

- Social media interaction, including involvement of peer groups to promote bystander intervention from a positive, but realistic approach (real behavior modeling situations promoting bystander intervention/ showing how to be active bystanders).
- The campaign should focus on different populations, including sexual minorities and racial/ethnic minorities.
- Follow the six successful factors identified in the “Where Do You Stand” campaign:
 - Positive messaging
 - Identity building
 - Action-oriented messages (specific recommendations of what to do when there is a need to intervene)
 - Examples of performable/realistic actions (reinforce self-efficacy).
 - Identify benefits to the individual (positive results after intervening)
 - Use images that challenge existing attitudes and behaviors related to sexism and sexual assault
- Potential messaging:
 - Subjective norms: Your peers, parents, close friends, classmates, and significant others would think the right thing to do is to step in if a friend or a somebody else keeps flirting with someone who has already expressed no interest.
 - Ego involvement: Be the kind of guy/person who says something and takes a stand.
 - Social approval: It is the right thing to do to tell a friend or peer to “lay off” if they keep flirting with someone who is not interested, to take a stand and stop them from making sexual jokes about somebody else; your peers would also do it.
 - Outcome expectations: Acting, intervening, standing up will make you feel proud of yourself; it is gratifying; others will applaud, celebrate you for taking a stand against it.

Examples of Social Media Messages

- Our community is committed to preventing sexual assault. Join us in making bystander intervention a part of our campus identity.
- Be the positive influence! Your actions can shape the norms that guide our campus culture. Let's make it safer together.
- Bystander intervention turns everyday heroes into superheroes. Learn how you can be a part of the change.

***Note:** The numbering system used are based on the list of final reviewed articles included in the Social Marketing Toolkit (please refer to Chapter 6 of the full version).

4) It's Your Place: Development and Evaluation of an Evidence-Based Bystander Intervention Campaign (Sundstrom et al., 2018)

Adaptation

- Use short, impactful messages, such as the campaign's "It is your place to prevent sexual assault: You're not ruining a good time," tailored to the character limits and user behavior of specific social platforms.
- Can also use Social Cognitive Theory (SCT) by user-generated content to show real-life examples of bystander interventions, enabling users to learn through observing others.
- Design content that enhances users' confidence in their ability to intervene in potentially problematic situations.

Examples of Social Media Messages

- You CAN Make a Difference! To all the guys out there, let's break it down: Sexual assault IS a problem, and YOU have the power to intervene and make a real impact. Your actions matter!
- This is YOUR space, and we're here to make it safer. Join the movement for a community that looks out for one another. Let's own it together!
- Having fun doesn't mean turning a blind eye. Be the hero of the night and step in when it matters most. Let's party responsibly and watch out for each other!
- It's time to step up, be the hero, and stop sexual assault in its tracks. Learn how to intervene safely and effectively. Your actions can save lives!
- Diversity is Our Strength! Remember, creating a safer space includes everyone. Embrace diversity, respect boundaries, and be an ally for a more inclusive community.

12) Bystander Intervention as a Prevention Strategy for Campus Sexual Violence: Perceptions of Historically Minoritized College Students (McMahon et al., 2020)

The study identified opportunities to develop and implement peer-focused bystander initiatives, identity-informed, social-justice-oriented prevention programming, violence prevention programming "tailored" toward minoritized identities facilitated by individuals from a variety of backgrounds, and training that reflects "real-life situations" of minoritized realities.

Adaptation

- Focus on authority figures like coaches to engage students who may not be actively identifying opportunities to learn about bystander interventions.
- Develop opportunities to actively disseminate and teach skills and build confidence on how to perform direct and indirect bystander strategies in different scenarios.
- Develop inclusive messages and incorporate inclusive images when discussing or disseminating information on sexual assault prevention.
- Include participation of students, community members, peers from diverse groups in strategies to disseminate sexual assault prevention messages.

Examples of Social Media Messages

- Join us in embracing a social justice lens to effectively address campus sexual violence.
- Intersectional insights can guide us toward more effective bystander intervention. Let's work together to support all students.
- Our prevention strategies should be inclusive of all experiences. Let's create a safer and more equitable campus for everyone.

7) Can “Men” Stop Rape? Visualizing Gender in the “My Strength is Not for Hurting” Rape Prevention Campaign (Murphy, 2009)

This campaign is a multifaceted rape prevention program based around the phrase: “My Strength is Not for Hurting.”

Adaptation

- Simplify and clarify the campaign's messaging to ensure that it conveys a consistent and unambiguous message about consent, respect, and the prevention of sexual assault. Use plain language and straightforward visuals to minimize confusion.
- Shift the campaign's focus to empower men and women. Highlight the importance of active consent, respectful relationships, and bystander intervention.
- Retain elements of the commercial advertising aesthetic while ensuring they do not trivialize the issue. Use visuals and design elements that are attention-grabbing without detracting from the seriousness of the message.
- Avoid objectifying or stereotyping women and ensure that their agency and voices are respected and featured prominently.
- Enhance efforts to authentically represent racial and sexual diversity.

Examples of Social Media Messages

- Consent is a fundamental element of healthy relationships. Let's create a culture where respect and consent are valued.”
- "In a world where consent is key, let's stand together to promote a culture of respect and understanding. Together, we can make a difference.”
- "Your strength lies in respecting boundaries and seeking consent. Let's break the cycle of violence and create a culture of consent. Together, we can make a change.”
- "Snap out of harmful behaviors. Let's choose respect and consent because everyone deserves to feel safe and valued.”

***Note:** The numbering system used are based on the list of final reviewed articles included in the Social Marketing Toolkit (please refer to Chapter 6 of the full version).

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