



A New Online Bystander Intervention Program From Green Dot and Student Success

Introducing *Every Choice*™

Green Dot and Student Success are pleased to announce a new online bystander intervention program called "*Every Choice*," which we plan to have ready for use by June 1, 2013. We're thrilled about this collaboration because it combines Green Dot's expertise in creating and delivering bystander intervention training with Student Success's expertise in creating compelling online learning programs. *Every Choice* will be interactive, video-based, and research-informed, and will be designed to reduce sexual assault, dating/domestic violence and stalking on college campuses through a focus on bystander intervention.

Overview

Every Choice will engage students in new and inspiring ways, and will provide an opportunity for students to think deeply about the legacy they want to leave and the connection between their choices and the impact of those choices—particularly as they relate to SA, DV and stalking. This program will be designed to engage students intellectually, emotionally and socially, and will also include these specific methods and techniques:

- Social Norming
- Scenario Based Skill-Building
- Interactive Learning
- Mental Practice
- Humorous/entertaining content where appropriate
- Inspirational messages to tap into students' natural idealism
- Motivational Interviewing
- Story-Telling/Personal Narratives
- Commitment Seeking

Every Choice will concretely equip students with realistic, actionable bystander intervention tools. They'll leave the program better prepared to act in situations where a bystander could interrupt a potentially violent situation. *Every Choice* will feature testing and quizzes before, during and after the video modules, and will provide administrators with a wealth of knowledge about their students and the learning outcomes they achieve. Students will also gain a better understanding of their own inclinations regarding bystander intervention, and whether they're more likely to intervene directly, to use distraction, or to delegate action.

Goals Of *Every Choice*

The overall goals of *Every Choice* are for participants to leave the program feeling a profound sense of ownership of the issues of sexual assault, dating/domestic violence and stalking, as well as feeling personally committed to intervening to prevent violence when necessary.

Objectives For *Every Choice*

1. To empower, inspire and motivate students to take action when faced with a potential act of sexual assault, dating/domestic violence or stalking.
2. To equip students with these basic bystander intervention skills:
 - a. Recognizing both early and imminent warning signs
 - b. Understanding personal obstacles that would prevent action
 - c. Identifying multiple options for intervention that are realistic and manageable for each individual
3. To inform students about sexual assault, dating/domestic violence and stalking and the resources at their disposal to address it.
 - a. Basic facts/statistics
 - b. Campus resources
 - c. Campus policies
4. To include educational content required by the Violence Against Women Act, Title IX and the Office on Violence Against Women's Campus Grant Program. (This does not mean *Every Choice* meets all requirements regarding policies, enforcement, dissemination, etc.)
5. To meet the OVW grant requirement for tracking participation of all incoming students.

The Research Behind *Every Choice*

Every Choice will be informed by research across multiple disciplines and topics including: multi-media learning, perpetration, bystander literature, social psychology, developmental psychology, persuasion, marketing, social norming, peer influence, communication, the Transtheoretical model, and framing. *Every Choice* will also be informed by past and ongoing evaluations of the Green Dot Violence Prevention Strategy.

***Every Choice* As Part Of A Comprehensive Strategy**

A truly effective prevention strategy must be comprehensive, multi-faceted and synergistic. Community members should be exposed to key messages across repeated exposures and in different formats. As such, *Every Choice* will provide a toolbox of supplemental activities designed for use in different contexts using different methods – ranging from social norming, reflection and discussion, to writing exercises and skill-building activities. These can be integrated into relevant



Student Affairs departments (i.e., Residence Life, Student Leadership) as well as Academic Affairs (i.e., class assignments).

***Every Choice* Complements Campus-Based Bystander Programs**

If you currently employ or are planning to introduce a campus-based bystander intervention program, *Every Choice* can make that program even more effective. Being an online program, it has the powerful ability to reach every new student and provide a foundation of bystander intervention knowledge.

Program Launch

We are working toward completion of *Every Choice*, and plan to have the program ready for use on June 1, 2013.

To Learn More

For further information, or to be notified as soon as the program is ready for review, please contact Barbara Wells at Student Success at 877-349-1150 or at barbara.wells@studentsuccess.org. We look forward to hearing from you!