

Supplementary question: Professor Sandra Jones, Centre for Health Initiatives

Can information be provided about programs in the United States that were referred to in the hearing regarding sexual and risky behaviour associated with alcohol abuse.

“Don't Be That Guy” a Canadian communication campaign, targeted at 18-25 year old men, with the message that sex without consent is sexual assault. The aim was to remove victim blaming and target potential offenders. It commenced in 2010 at the University of Alberta, and was later extended to a wider area.

For details on the campaign:

<http://www.theviolencestopshere.ca/dbtg.php>

<http://www.savedmonton.com/our-campaigns.html>

George Washington University's “YOU KNOW. BE THERE” which aimed to reduce a range of negative consequences of alcohol consumption, including regrettable sexual encounters, by using empathy rather than fear and encouraging students to recognise the signals in their friends and intervene to keep them safe.

See attached PDF (You Know Be There)

University of Virginia's social norms campaign (launched in 1999) to reduce the adverse consequences associated with drinking among undergraduate students. This campaign did not specifically address sexual assault but rather addressed a range of behaviours (including not leaving friends who had been drinking alone with strangers)

For details on the campaign:

<http://www.socialnorms.org/CaseStudies/uva.php>

(also see attached journal article by Turner et al (2008) for the campaign evaluation)

University of New Hampshire's “Know Your Power” campaign which focused on empowering bystanders to prevent, or intervene in, situations of sexual or intimate partner violence [but not specifically in relation to alcohol]

For details on the campaign:

<http://www.unh.edu/preventioninnovations/index.cfm?ID=A924C2F6-B42C-A1F1-CF1D60FF730FFF71>

<http://www.know-your-power.org/about.html>

(also see attached journal article by Potter (2012) for the campaign evaluation)