

## **The SMART Project: Sexual Misconduct Awareness and Reporting Tools For a Safer EMU Community**

There are four measurable objectives associated with this project:

1. Increase help-seeking behaviors among EMU students and reduce the stigma and fear those students feel for reporting incidents and seeking support.
2. Reduce the negative attitudes and myths about sexual assault victim blaming that are framed in stigma, fear, and a lack of accurate information.
3. Increase the number of students, faculty, and staff who are knowledgeable about the University's sexual misconduct policy, reporting protocol and available resources.
4. Create a coordinated network of students, faculty, and staff, along with campus departments and organizations that work together to promote sexual assault prevention, education, and victim's rights.

### **"I Choose" Social Norms Marketing Campaign**

To address this situation at Eastern, grant funds will be used to develop the "I Choose" social norms marketing campaign focusing primarily on the undergraduate student population, along with small components directed to graduate students and our faculty and staff. The "I Choose" title was selected as a result of input gathered during student focus groups last spring 2015. The thought behind this tag line is that it could be in ways such as: "I Choose ..."

- To get consent
- To respect my partner
- To help a friend in need
- To report
- To believe a survivor
- To combat rape culture

The messages will address myths, offer facts, provide resources, and focus on social support, hope and connectedness. The messages will be different on each poster and will rotate each month, along with the video messages and stories of hope and survival. The posters will be laminated and contain an open space on the bottom where 8 ½" x 11" flyers promoting upcoming events can be placed. These large posters will be posted around campus in locations that students indicate are high traffic areas. *The marketing campaign overall will promote a positive image, so that those students recovering from a sexual assault will no longer feel alienated and isolated, and will know how and where to seek out resources on campus and in the community.*

### **"I Choose" Website**

This campaign will also be delivered through a new "I Choose" website along with an accompanying application to directly download information and materials that will be designed by students funded by the grant. The website will host our video messaging, factoids, myths and perceptions around sexual assault, available campus and community resources, local and national

hotlines, and a calendar of activities, trainings, and events. Many of our campus collaborators and supporters will create a link from their home page to this website.

### **SMART Project Publications**

There will be three publications developed that support our “I Choose” campaign.

- 1. Faculty and Staff Guide**

Counseling and Psychological Services (CAPS) produced an EMU Faculty and Staff ‘911’ Guide that resembled a file folder in 2011 that addresses working with distressed and disruptive students. It contains information on how to identify and work with distressed and disruptive students, along with resources and important numbers. This guide has been met positively as a handy resource for our employees. With support from the grant, we will develop a similar publication to address the sexual misconduct policy, reporting of incidents, and resources.

- 2. Survivor Handbook**

A survivor handbook will be developed for use in the various offices across campus that work with survivors. Currently the various offices which serve as a touch-point for survivors either seeking support or reporting options have a variety of materials they provide to students. This survivor handbook will be a consistent resource used by all offices, ensuring that accurate, helpful, and consistent information is distributed to all survivors. This handbook will include, but is not limited to, the following information: options for support and healing; common reactions to trauma; how to talk to friends, significant others, and/or family; EMU Sexual Misconduct policies; Michigan sexual assault laws; definitions of crimes; information about the SANE kit; police and Title IX investigation procedures; and contact information.

- 3. Reporting and Resource Wallet Card**

We will create a wallet card with pertinent information on reporting and resource numbers for distribution to the general student population.

## Work Plan and Project Timeline

Project Element	Completion Date	Office(s) Responsible
<p>Hiring of student staff: project coordinator, videographer, webmaster, application developer, graphic artist, program assistant, evaluator</p> <p>Grant overview orientation meetings with constituents using power point developed by project staff</p>	November 2015	Project Director
<p>Collection and selection of data for social norms marketing campaign</p> <p>Student focus groups to test data and messaging for campaign (3)</p>	December 2015	<p>The Wellness Center</p> <p>Women's Resource Center</p>
<p>Website and application design/development</p> <p>Recruitment of students for video messages production</p> <p>Student focus groups continue (3)</p>	January 2016	<p>The Wellness Center</p> <p>Women's Resource Center</p>
<p>Student messages video recording</p> <p>Development of social norms "I Choose" posters</p>	February/March 2016	<p>The Wellness Center</p> <p>Women's Resource Center</p>

<p>Launch website</p>		
<p>Pilot posters and videos</p> <p>Evaluate response to pilot materials through assessment tool developed</p> <p>Student and employee focus groups for content input on 911 guide, student handbook, and wallet card (4)</p>	<p>April 2016</p>	<p>Title IX Office</p> <p>Women's Resource Center</p> <p>Dept. of Public Safety</p> <p>Student Well Being Office (evaluation)</p>
<p>Edit materials and add new posters and videos for fall 2016 launch</p> <p>Develop Survivor Handbook</p> <p>Develop "911 Guide"</p> <p>Develop wallet card</p>	<p>May-July 2016</p>	<p>Title IX Office</p> <p>Women's Resource Center</p> <p>Dept. of Public Safety</p> <p>The Wellness Center</p>
<p>Full launch of all promotional items and resources</p> <p>Develop evaluation tools for outcomes assessment</p>	<p>Late August/September 2016</p>	<p>Student Well Being Office (evaluation)</p>