

PREVENTING SEXUAL VIOLENCE IN THE NIGHT TIME ECONOMY: ENCOURAGING MEN TO BE ACTIVE BYSTANDERS

Evaluation Report

[September 2023]

Authors

Dr Alex Walker¹, Emma R Barton¹, Bryony Parry¹ and Lara C Snowdon¹
Wales Violence Prevention Unit¹

Contents

Acknowledgements	3
Executive Summary	4
Context	6
Sexual harassment	6
Sexual harassment and the night time economy	7
The role of bystanders	9
Previous campaigns and initiatives	11
#SafeToSay overview	12
Phase One evaluation	12
The Campaign	13
Background	13
Objectives of the campaign	14
Fidelity testing	14
Final campaign	15
Evaluation Methodology	16
Purpose of the evaluation	16
Data sources	17
Public survey	17
Online and social media analytics	17
Data analysis	17
Evaluation Findings	18
Public perception survey	18
Awareness of the campaign	19
Effects of the campaign	20
Campaign design	22
Engaging men	25
Bystander training	25
Social media analytics	26
Discussion of Key Findings	28
Public awareness of the campaign	29
Public engagement with campaign	29
Public perceptions of the campaign	30
Campaign impact on confidence to intervene	30
Suggestions for engaging men	31
Other outcomes	31
Recommendations	32
References	33
Appendices	36
Theory of change	36
Public perception survey questions	37

Acknowledgements

This campaign was funded by Home Office Safety of Women at Night (SWaN) fund, secured via the South Wales Police and Crime Commissioner, and delivered by Wales Violence Prevention Unit.

The campaign was developed in collaboration with Good Night Out Campaign, Welsh Women's Aid, South Wales Police, South Wales Police and Crime Commissioner's Office, Public Health Wales, Hello Starling and Toward Studio (formerly Bluegg). Thank you to Graham Goulden, Dr Nate Eisenstadt and Steve Smeeth for providing their expertise in the development of the campaign.

We would like to thank all those who participated in the fidelity testing and final public perception survey.

Thank you to those who reviewed the report, provided insights and proof reading.

Preventing sexual violence in the night time economy: encouraging men to be active bystanders

Authored by Dr Alex Walker, Emma R Barton, Bryony Parry and Lara C Snowdon
Wales Violence Prevention Unit

ISBN: 978-1-83766-217-3

© 2023 Public Health Wales NHS Trust. Material contained in this document may be reproduced under the terms of the Open Government Licence (OGL) [www.nationalarchives.gov.uk/doc/open\[1\]government-licence/version/3/](http://www.nationalarchives.gov.uk/doc/open[1]government-licence/version/3/) provided it is done so accurately and is not used in a misleading context. Acknowledgement to Public Health Wales NHS Trust to be stated. Unless stated otherwise, copyright in the typographical arrangement, design and layout belongs to Public Health Wales NHS Trust.

Executive Summary

This section summarises the key findings from the 2022 evaluation of Phase Two of Wales Violence Prevention Unit's #SafeToSay campaign. #SafeToSay is a sexual harassment prevention campaign in the night time economy. The campaign seeks to prevent sexual harassment through

encouraging prosocial bystander responses towards sexual harassment or its warning signs.

Phase One of #SafeToSay was aimed at anyone in the night time economy, and encouraged them to speak up about sexual harassment and the behaviours and attitudes that underpin it.

Phase Two of #SafeToSay was targeted at men, and encouraged them to speak up and challenge any sexual harassment behaviours, or the problematic attitudes that may underpin sexual harassment, displayed by friends.

The evaluation of Phase One found that the campaign had provided people with the skills to safely challenge sexual harassment and support victims whilst on a night out. The evaluation recommended that future iterations of the campaign be aimed at specific audiences.

Building on this, Phase Two of #SafeToSay was targeted at men, and encouraged them to speak up and challenge any sexual harassment behaviours, or the problematic attitudes that may underpin sexual harassment, displayed by friends. Phase Two was again aimed at those engaging in the night time economy in Swansea, specifically men aged 18-35. It is important to engage men in violence prevention campaigns to initiate a cultural shift in attitudes toward violence against women (Walker et al., 2021).

This process and outcomes evaluation explored the delivery, reach and impact of Phase Two of the #SafeToSay campaign. Overall, whilst Phase Two of #SafeToSay was found to have highlighted an important issue, it did not enhance awareness of sexual harassment within the night time economy, unlike Phase One. Similarly, whilst social media engagement rates were higher than the average for similar campaigns, a lot of this engagement was negative. Participants felt that the campaign had helped them know how to intervene, but it did not necessarily increase their confidence to take action. Finally, distinct gender differences were noted in the effects of the campaign, with more men indicating that the campaign had not helped them recognise sexual harassment within the night time economy, nor increased their confidence to take action, and that the overall campaign had no effect on them.



The public perception survey showed that 85% of respondents wanted bystander training to help them recognise and respond to sexual harassment.

**THAT'S
NOT
COOL**

Future iterations of the campaign should revisit the design and messaging of the advertisements, particularly the scenarios, as they need to resonate with the experiences of the targeted population. To ensure the campaign appeals to the target audience, workshops should be held with the selected audience. Further, specific venues and occasions for this engagement should be considered, for example, freshers' fayres.

Whilst the overall findings appear negative, men can be a difficult audience to engage in sexual harassment initiatives, particularly in a stand-alone campaign (Walker et al., 2022; Gunstone and Fowler, 2017). The evaluation has demonstrated that the target audience may need more extensive and multiple forms of engagement before being able to identify and

intervene when they notice sexual harassment. This finding is supported by Quigg et al. (2021), who suggest that utilising a multi-component violence prevention initiative could prove more effective than one method alone.

The public perception survey showed that 85% of respondents wanted bystander training to help them recognise and respond to sexual harassment, and therefore future iterations of the campaign could look to align with evidence-based bystander training. This would reinforce the campaign messaging, provide multiple opportunities for engagement with the target audience, provide participants with the ability to identify sexual harassment, and increase their confidence to take action.

Context

Sexual harassment

Sexual harassment is a pervasive and often hidden social problem (Fitzgerald and Cortina, 2018). The Government Equality Office's '2020 Sexual Harassment Survey' found that 72% of the adult population had experienced sexual harassment at some

point in their life, and 43% had experienced it in the last twelve months; however, a recent UN Women (2021) survey found that over 95% of women did not report their sexual harassment experience to an official organisation.

Sexual harassment is particularly prevalent amongst 18-24 year old women, with 97% reporting that they experienced some form of sexual harassment (UN Women, 2021).

The 2020 Sexual Harassment Survey further found that a third of those who had experienced sexual harassment in the last 12 months had been targeted repeatedly by the same individual. Most commonly, the perpetrators of sexual harassment experienced within the last 12 months were men (77%), with the majority of victims being women (Government Equality Office, 2020). Furthermore, women most commonly experience sexual harassment in the street, pub, club, or bar (UN Women, 2021). Sexual harassment occurs on a continuum of violence against women, domestic abuse, and sexual violence (VAWDASV) behaviours. A Home Office report estimated the economic and social costs of domestic abuse to be £66 billion annually (Oliver et al., 2019), suggesting that the costs of all forms of VAWDASV are considerably higher.

The Wales Violence Prevention Unit (VPU) routinely collates data from health boards and police forces across Wales. This data shows that, between April 2019 and October 2021, men committed 92% of sexual violence offences recorded by South Wales Police (n=660 incidents). As well as sex, young age is also a risk factor for both victimisation and perpetration of violence. Additionally, the Patient Episode Database for Wales (PEDW¹) shows that, over the last three years, 67% of hospital admissions for sexual assault related injury across Wales were for people aged 15 – 34 (PEDW, 2022).

¹ Digital Health and Care Wales (DHCW) provide PEDW data upon request.

Sexual harassment and the night time economy

For the purpose of this campaign and evaluation, the night time economy was defined as 'economic activity which occurs between 6pm and 6am, and involves the sale and consumption of alcohol'; this includes bars, clubs and pubs (Welsh Government, 2015). While the night time economy is related to a range of public health issues, including intoxication, drug use, risky behaviours and violence, it also has significant social and economic benefits. It can be a regulator for alcohol consumption, with licenced premises and trained staff. Furthermore, it has been

estimated that the night time economy brings over £60 million to the UK economy every year (Local Government Association, 2019).

The night time economy does not cause sexual harassment, but there are many factors associated with it that can exacerbate conditions for sexual harassment to take place. Figure 1 highlights some of these factors. These factors, coupled with problematic attitudes and beliefs, can result in sexual harassment and violence taking place within the night time economy.

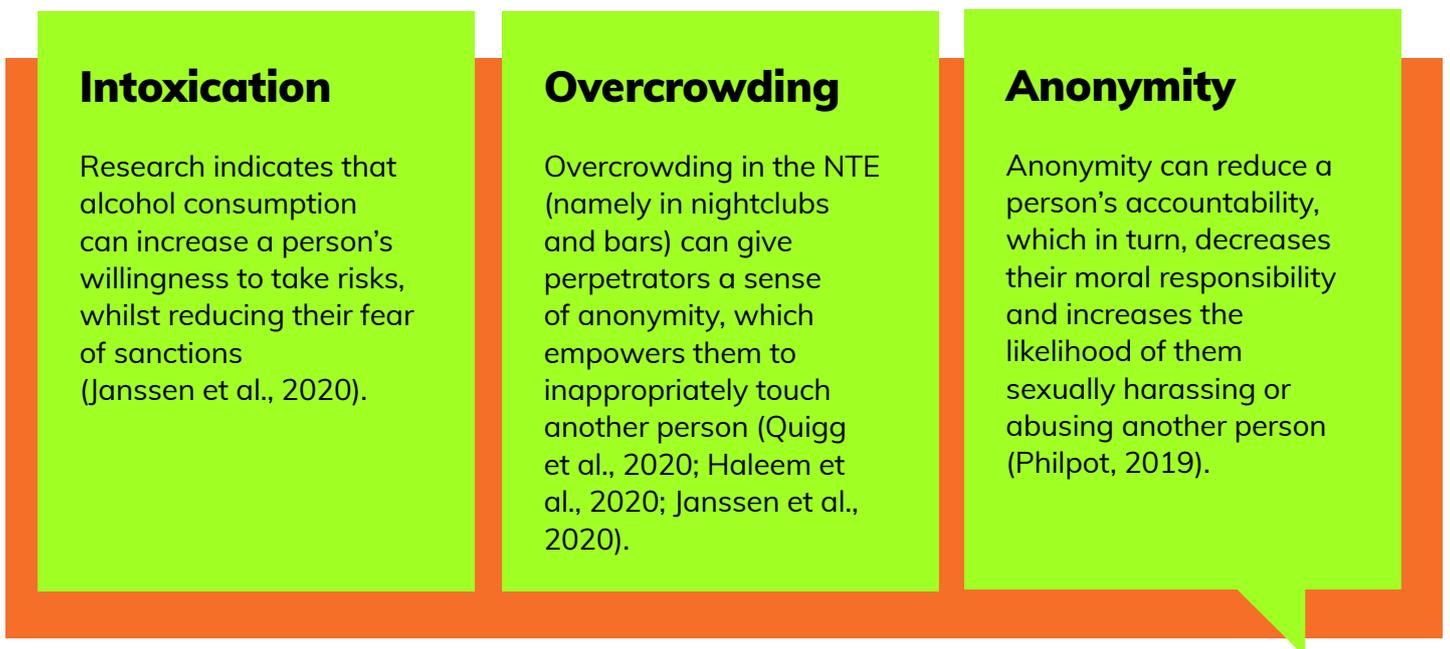


Figure 1: Factors for sexual harassment within the night time economy

Sexual violence behaviours occur on a continuum, ranging from unwanted sexual attention or harassment, through to rape and homicide. The continuum of abuse also represents the social acceptability of the behaviour (Figure 2). The higher up the pyramid the behaviour, the less acceptable, and more unlawful, it is. Evidence suggests that problematic attitudes and beliefs relating to gender and racial inequality, including

sexism, racism, misogyny and homophobia, can underpin violent behaviours that can escalate when left unchallenged. This can also include sexist jokes or 'banter' that perpetuate male entitlement. When these problematic attitudes and beliefs are left unchallenged, it can reinforce the social norms that suggest that sexual harassment is acceptable.

Existing cultural norms postulate that sexual harassment is inevitable for people of all genders, and particularly women, within the night time economy where the drinking culture places high value on sexual encounters.

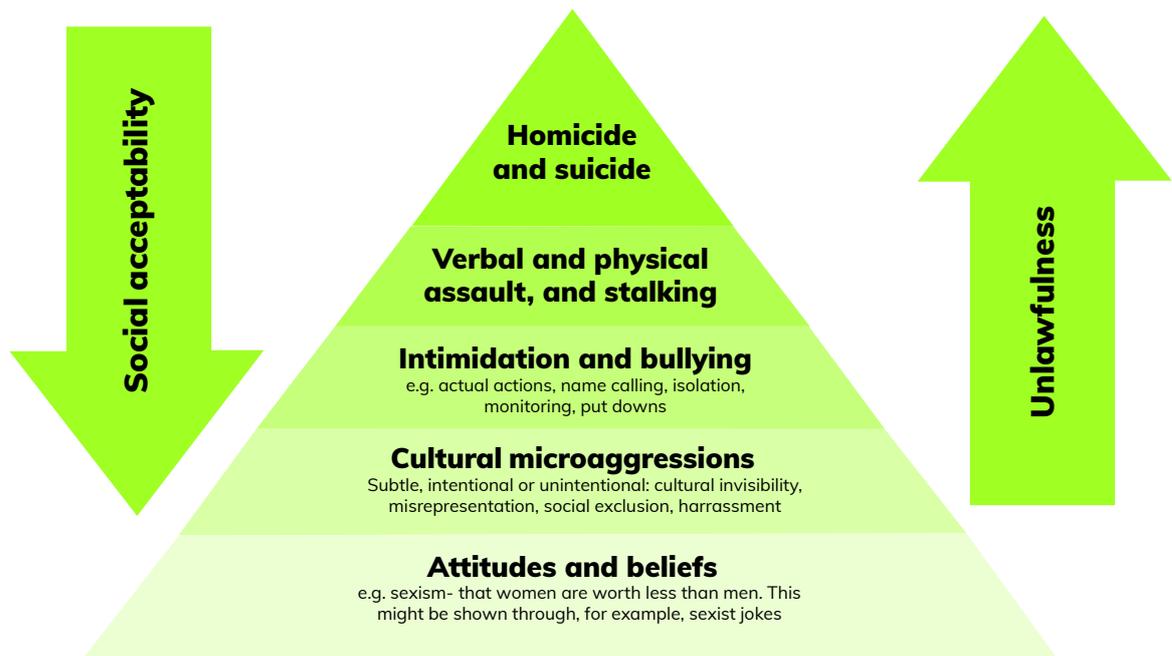


Figure 2: Pyramid of violence (McMahon and Banyard, 2012)

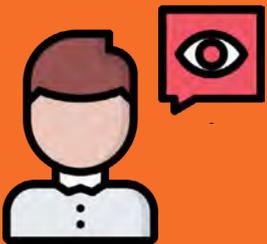
Social norms play an important role in the occurrence of sexual harassment within the night time economy (Savard et al., 2019). Existing cultural norms postulate that sexual harassment is inevitable for people of all genders, and particularly women, within the night time economy where the drinking culture places high value on sexual encounters (Pederson et al., 2017; McMahon and Banyard, 2012). However, these

norms are a representation of cultural attitudes and beliefs (Figure 2); all of which can evolve over time and be challenged. As a modifiable risk factor for the escalation of sexual violence, they, therefore, offer a possible opportunity for violence prevention efforts in the night time economy setting.

The role of bystanders

Witnesses to negative behaviour, such as sexual harassment, are called 'bystanders'. Bystanders, by their presence, have the opportunity to step in to provide help, contribute to the negative behaviour, or do nothing except observe (Banyard, 2015).

**DUDE
LEAVE
HER ALONE**



Data from South Wales Police and Crime Commissioner's Office (2017) indicates that **80% of 18-24 year olds have witnessed someone else being sexually harassed while on a night out.**

Similarly, the 2020 Sexual Harassment Survey found that **38% of people surveyed² had witnessed someone else being sexually harassed, yet only 16% of those had intervened** (Government Equality Office, 2020).

Those who had intervened are called '**prosocial bystanders**'. Prosocial bystander responses include **interrupting the situation to prevent it escalating, speaking out against the social norms that perpetuate sexual harassment, and being a supportive ally to victims of sexual harassment** (Cares et al., 2015).

² The survey had 12,131 participants.

What works to prevent VAWDASV?



Strong evidence

- Programmes in schools to prevent VAWDASV, through a whole-school, peer-led approach
- Programmes that seek to transform harmful gender norms in colleges, schools, sports clubs, online, universities
- Bystander training programmes in universities and schools which empower bystanders to challenge peer group norms which sustain violence



Promising evidence

- Empowerment approaches which promote women's rights and gender equality
- Theatre interventions with young people
- Early intervention- identification and referral in health settings
- Night time economy programmes including training for staff and campaigns
- Alcohol policy and legislation
- Bystander programmes in communities



More research required

- Workplace interventions, including bystander training in the workplace
- Preventative interventions with diverse communities
- Prevention of exploitation and trafficking
- Prevention of so-called honour based abuse

Figure 3: What works to prevent VAWDASV? (Addis and Snowdon, 2021)

There is a wealth of literature exploring the effects bystanders can have on sexual harassment and violence. These studies are often in university settings and have shown promising results. Many universities in the UK now offer students bystander training, which teaches them how to identify sexual harassment, as well as other forms of violence against women, domestic abuse and sexual violence (VAWDASV) and different ways they can become prosocial bystanders. These university bystander training sessions have been shown to have positive outcomes (Fenton et al., 2016).

A systematic literature review, conducted by Addis and Snowdon (2021), explored what works to prevent violence against women, domestic abuse and sexual violence (VAWDASV). The study found promising evidence to support the use of bystander training programmes, night time economy programmes for staff and campaigns, and programmes that challenge gender norms (Figure 3). Whilst there is strong evidence to support bystander interventions against VAWDASV, evidence on the impact bystanders can have on sexual violence within the night time economy is an emerging area of research (Quigg et al., 2020).

Previous campaigns and initiatives

A small number of evidence-based campaigns and initiatives have been delivered within the UK, which have sought to address sexual harassment and violence within the night time economy. These campaigns use various approaches to achieve this. Some have challenged perpetrators to consider their behaviour, some upskill staff within the industry, while others encourage friends to look out for each other (Quigg et al., 2020).

Drinkaware's 'if you wouldn't do it sober, you shouldn't do it drunk' campaign challenged perceptions about what is acceptable behaviour when someone has been drinking alcohol. The evaluation for this campaign found that men were particularly difficult to engage in sexual harassment campaigns as they are less likely to agree that drunken sexual harassment is an issue (Gunstone and Fowler, 2017). However, there is widespread agreement among academics and practitioners alike, that it is important to engage men in violence prevention campaigns to initiate a cultural shift in attitudes toward preventing violence against women (Walker et al., 2021).

Drinkaware also delivered 'Nightlife Crew' which aimed to upskill night time economy staff to better support the welfare of customers. The process evaluation of this initiative found that the nightlife crew were essential to prevent harmful outcomes for vulnerable customers. However, the report also found that there was no consistency in the ways that the nightlife crew members operated, with some seemingly performing different roles to others. The evaluation concluded that this scheme alone was not enough to challenge the norms around intoxication, and more engagement would be needed (Drinkaware, 2017).

The 'Good Night Out Campaign' aims to create safer nightlife by helping organisations better understand, respond to, and prevent sexual harassment and assault through specialist training, policy support and an accreditation programme. The Good Night Out Campaign focusses on helping local authorities develop sexual violence prevention campaigns, and provides training to frontline staff around the UK. The Good Night Out Campaign has been evaluated within Birmingham and Liverpool; early learning from these evaluations suggests that active bystander training should be delivered in collaboration with a local sexual violence support service, alongside campaigns in the night time economy and training (Quigg et al., 2020a; Quigg and Bigland, 2020).

Other campaigns that have targeted sexual violence in the UK include 'That Guy' from Scotland Police, 'Enough' from the Home Office, 'Have a word with yourself, then your mates' from the Mayor of London, and '#Is this ok' from the Mayor of Greater Manchester. The four campaigns were targeted specifically at men and boys, yet evidence of their impact is scant.

Overall, these campaigns and initiatives have demonstrated some promising outcomes, yet the evaluations show that each has their downfalls, and struggle to engage certain groups of people in the prevention of sexual harassment and violence.

Prevention of sexual harassment and violence needs to begin with a cultural shift whereby social norms, attitudes and beliefs are challenged as part of a theory of behaviour change. As Figure 2 highlights, attitudes and beliefs underpin sexual violence, and it is only through addressing and challenging these, that a campaign will be able to initiate a cultural shift to prevent the more serious harm occurring (sexual violence).

Research has shown that bystanders are essential in initiating this cultural shift. Utilising this knowledge, and learning from prior campaign evaluations, the VPU delivered #SafeToSay, to encourage prosocial bystanders to challenge problematic attitudes and beliefs within the night time economy.

#SafeToSay overview

Phase One of the #SafeToSay campaign was funded and delivered by the VPU in 2021. The initial campaign sought to prevent sexual harassment by encouraging active and prosocial bystander responses toward individuals who demonstrate inappropriate and harmful attitudes, behaviours and beliefs. More specifically, the campaign sought to equip people with the knowledge, skills and confidence to speak up about sexual harassment within the night time economy, particularly as the COVID-19 restrictions were lifted and the more formal night time economy (bars/clubs/pubs) was re-established. The campaign did not aim to alter the behaviour of the victim/potential victims.

The initial #SafeToSay campaign was delivered across the South Wales Police area by external agencies (Bluegg and Hello Starling), with campaign materials delivered both online (Facebook, Twitter, Instagram and Snapchat) and offline, through posters, digivans, parking meter adverts, and bus liners (located in Cardiff and Swansea). The campaign was linked to a website that offered a bystander toolkit, signposting to support services and bystander training programmes.

The campaign targeted those **aged 16-45 years**, who engaged in the night time economy. The campaign did not target those who worked in the night time economy. The initial phase of **#SafeToSay** was live for a four week period (12/06/2021 – 10/07/2021).

Phase One evaluation



The VPU evaluated the initial phase of #SafeToSay³. The evaluation aimed to assess the delivery and reach of the campaign, as well as public perceptions of the campaign material and impact.

Findings from the evaluation indicated that the campaign had reached 392,001 different people on social media while it was live, however, a public perception survey found that recall of the campaign was relatively low. Survey respondents felt that the campaign had highlighted an important issue, and taught them how to respond safely. The public perception survey highlighted a desire for bystander training, to upskill general members of the public when taking prosocial action against sexual harassment (Walker et al., 2022).

Recommendations from this evaluation included revisiting the design and messages of the advertisements and running the campaign for a longer period of time. Further, targeting the campaign at a specific population and specific venues would help to shape the messages and scenarios in the advertisement (Walker et al., 2022).

³ Evaluation-Report-Preventing-Sexual-Violence-in-the-Night-Time-Economy.pdf (violencepreventionwales.co.uk)

The Campaign

Background

Building on the evaluation of Phase One of #SafeToSay, Phase Two was delivered in Swansea, funded by Home Office Safety of Women at Night (SWaN) fund, and delivered by the VPU with support from Good Night Out Campaign and Welsh Women's Aid.



Phase Two of #SafeToSay sought to prevent sexual harassment by encouraging prosocial and active bystander responses towards individuals who display sexually inappropriate behaviour, and problematic attitudes and beliefs.

More specifically, Phase Two was targeted at men, and encouraged them to speak up and challenge any sexual harassment behaviours, or the problematic attitudes that may underpin sexual harassment, when displayed by friends. As the majority of sexual harassment is perpetrated by men, it is imperative that men be engaged as active bystanders in the prevention of sexual harassment.

The campaign aimed to provide bystanders with the awareness needed to identify the behaviour as sexual harassment or problematic attitudes that could lead to sexual harassment, and equip them with the skills to take prosocial action by talking directly to the perpetrator/potential perpetrator to challenge the social norm. The campaign did not seek to alter the behaviour of victims, although victim support services were signposted on the campaign website for anyone seeking help in relation to sexual harassment. See Appendices A for theory of change.

Objectives of the campaign

The objectives of the campaign were:

- 1. To enhance public awareness of sexual harassment in the night time economy;**
- 2. To increase public support in preventing sexual harassment in the night time economy;**
- 3. To encourage the target audience to adopt prosocial bystander behaviours;**
- 4. To increase awareness of support services available to victims, survivors and bystanders, with a focus on increasing awareness of local support and support for marginalised groups;**
- 5. To create a safer nightlife in Swansea by reducing instances of sexual harassment and other forms of sexual violence in the night time economy.**

Fidelity testing

The fidelity of the campaign was tested prior to launch. Initially, professionals of sexual harassment prevention and active bystander training were asked to provide feedback on the campaign materials and messaging. Following refinement, Bluegg conducted a survey to test the messages used within the campaign, and the hashtag choice with general members of the public. With support from the VPU and Welsh Women's Aid, Bluegg surveyed a sample of the target population to capture their views on sexual harassment and appropriate responses, as well

as their views on proposed campaign materials. The survey included demographic information, views of sexual harassment, responses to sexual harassment and opinions of the campaign materials and messaging. No identifiable information was requested or provided. Bluegg received feedback from 93 respondents. The feedback from the fidelity testing formed part of the campaign's development, and informed changes to the campaign creative, led by the creative agency, Bluegg.

Final campaign

The campaign ran for seven weeks, from 4th February 2022 to 26th March 2022, and was targeted towards 18-35 year old men, who engage in the formal (pubs, bars, restaurants) and/or informal (open spaces such as beaches) night time economy in Swansea. The campaign did not target those who work in the night time economy, such as bar staff, but its core messages did align with existing training available to those who work in the night time economy, for consistency.



The bilingual campaign was delivered across the Swansea area by external agencies; Bluegg and Hello Starling. Campaign materials were delivered both online (Facebook, Instagram and Audience Network) and offline, through beer mats and digital screens in pubs and clubs, bus stop and train station adverts.



The campaign was linked to a website⁴ that contains an adapted version of the Bystander Toolkit developed in Phase One. The webpage also signposted to support services and gave users an opportunity to leave contact details for more information on the campaign or training.

⁴ www.safetosay.wales

Evaluation Methodology

Purpose of the evaluation



This process and outcomes evaluation explored the delivery and reach of Phase Two of the VPU's #SafeToSay campaign, as well as public perceptions of the campaign scenarios, materials and impact.

The primary objectives of the evaluation are:

- 1. To measure public engagement with the campaign across social media platforms;**
- 2. To assess public awareness of the campaign, including visibility and recognition of the campaign among the target population in Swansea;**
- 3. To explore public perceptions of the content and delivery of the campaign;**
- 4. To explore the impact of the campaign on public awareness of, and attitudes towards, sexual harassment in the NTE;**
- 5. To explore the impact of the campaign on bystanders confidence and willingness to safely challenge harmful sexual behaviour within the formal and informal NTE;**
- 6. To measure public engagement with information and resources on sexual harassment and bystander responses, and uptake of support services for victims, perpetrators and bystanders.**

Furthermore, where possible the evaluation will seek to:

- 7. Explore any unintended outcomes of the campaign, including the benefits and potential harms of the campaign;**
- 8. Consider future delivery and up-scale of the campaign across different sectors.**

Data sources

The following data sources were utilised to aid in this evaluation:

Public perception survey

An online poll was sent to a voluntary sample of members of the public a month after the campaign closed. The poll was carried out by the advertisement agency, Hello Starling, and gained 231 responses. Respondents were men and women, as this allowed for comparisons on the gender differences in the effects of the campaign. The anonymised data collected by Hello Starling was provided to the evaluation team to aid in this evaluation. The public perception poll asked questions about awareness of the campaign, takeaways from the campaign, feedback on the campaign and participant demographics. A copy of the public perception survey questions can be found in Appendix B.

Online and social media analytics

Hello Starling and the VPU provided social media analytics, including engagement with the posts, number of social media profiles that the campaign had reached, number of people who clicked through from the campaign advertisement to the website, the time of day people engaged with the campaign, the devices used to access the campaign and website, and the demographic campaign audience.

Analysis

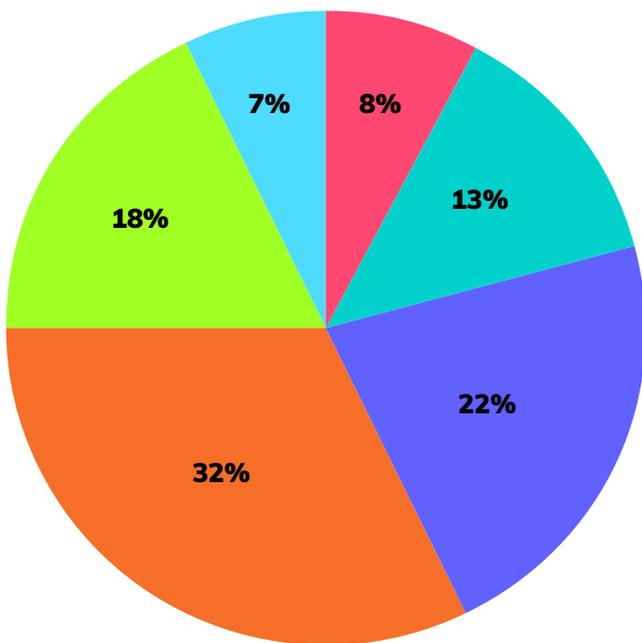


The public perception survey was coded and analysed using IBM SPSS Statistics 24. The content of the open text boxes were used to add further insight into the quantitative data.

Evaluation Findings

Public perception survey

The public perception survey was completed by 231 participants, of which 61% were women. The age of respondents varied (Figure 4). All respondents lived within the Swansea area. Forty respondents matched the target audience for the campaign (men aged between 18 and 35). Eighty-one percent of participants reported that they were heterosexual, 6% were homosexual, 6% were bisexual and the remainder of participants preferred not to say. Eighty-three percent of respondents indicated that they were White British.



18-24 25-34 35-44

45-54 55-64 65+



Figure 4: Age of public perception survey respondents

Awareness of the campaign

Twenty-eight percent (n=64) of survey respondents indicated that they had seen the campaign advertisements while they were live. Eleven of these (15%) were from the campaign target audience (men aged between 18 and 35). Of the 64 people, there was a nearly equal divide in the number of people who saw the campaign advertisements in Swansea (n=34) and those who saw it online (n=36) (Figure 5). Thirty-six percent of the 64 people had seen the campaign advertisement only once; while 9% (n=6) had seen it four or more times during the time it was live.

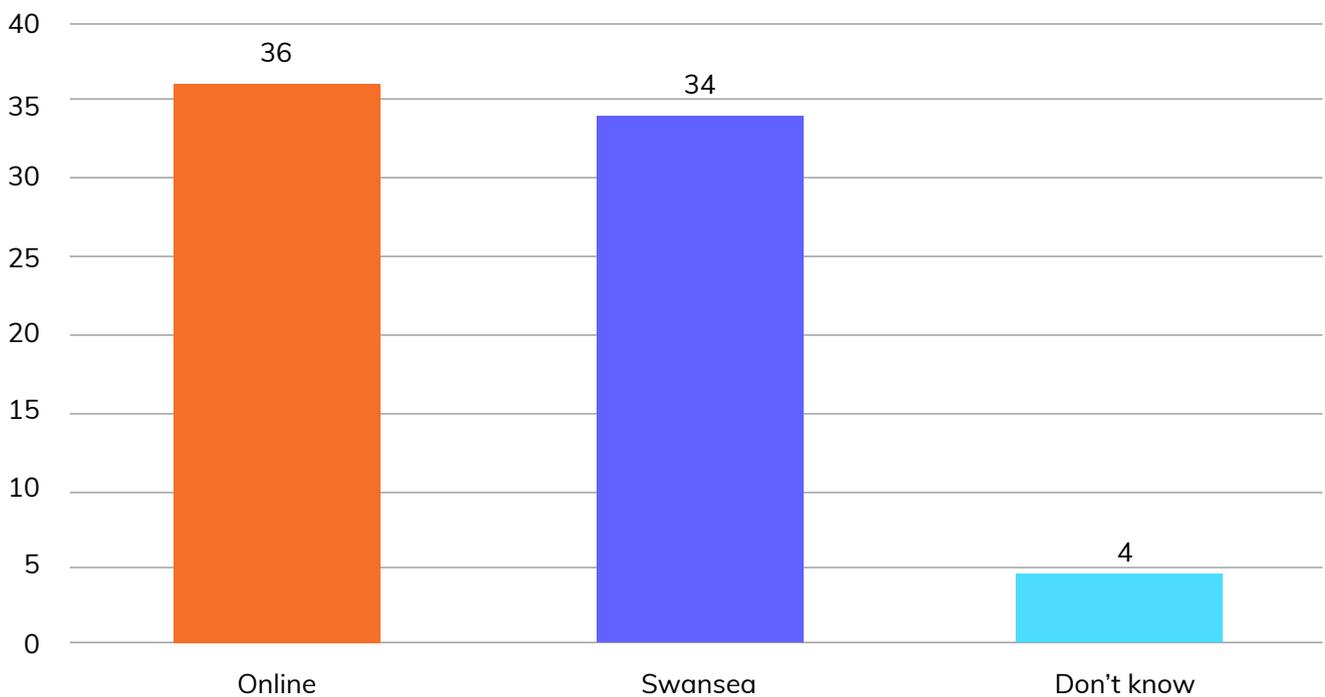


Figure 5: Location where the survey respondents saw the campaign advertisements

Twenty-five percent (n=16) of those who saw the campaign advertisement while it was live also visited the campaign website, this included five men from the target audience. While 22% (n=14) looked for additional information elsewhere after seeing the campaign. Of those who visited the campaign website, 56% (n=9) felt that the tips and advice were the most informative element of the website.

Effects of the campaign

Seventy-three percent (n=47) of those who had seen the campaign advertisement while it was live felt that the campaign had an effect on them (Figure 6). Thirty-eight percent of respondents indicated that they felt the campaign had helped them recognise sexual harassment within the night time economy, and increased their confidence to take action when they witness the problematic behaviour. Further, 36% of respondents felt that the campaign had provided them with information and resources that would help them take action.

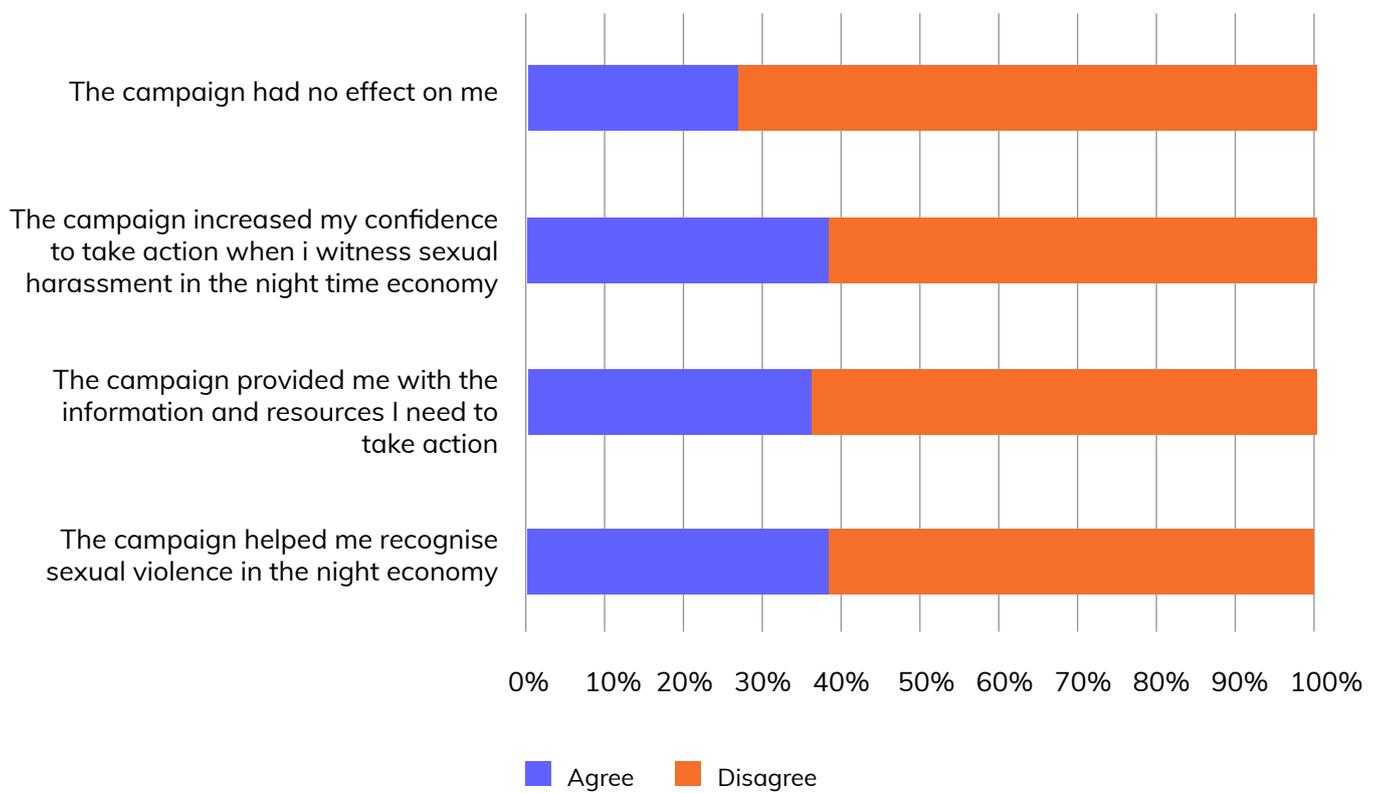


Figure 6: Effects of the campaign

Gender differences in the effect of the campaign

There were noticeable gender differences in the survey responses when exploring the effects of the campaign, these have been highlighted in Figure 7. Notably, more men indicated that the campaign had no effect on them (43%) compared to women (23%). When considering the target audience feedback, 27% (n=4) felt that the campaign had no effect on them.

Markedly more women felt that the campaign had increased their confidence to take action when they witness sexual harassment in the night time economy, and felt that the campaign helped them recognise sexual violence in the night time economy. Thirty-nine percent (n=7) of the target audience felt that the campaign had provided them with the information and resources they needed to take action.

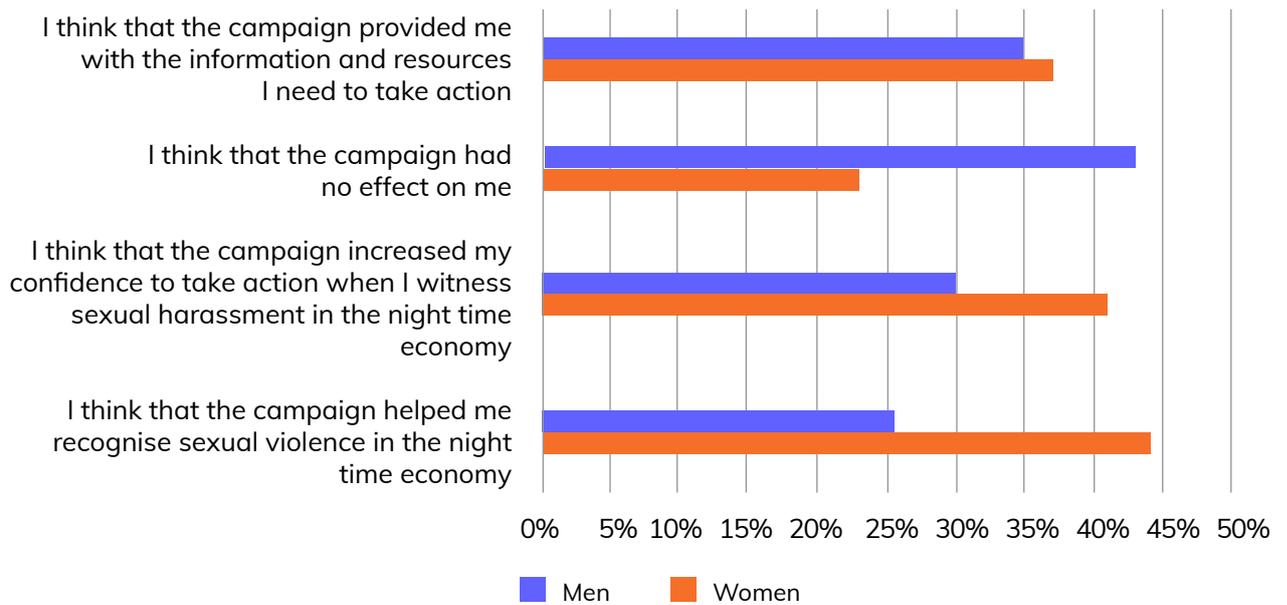


Figure 7: Gender differences in the effects of the campaign

Campaign design

To assess the general design of the campaign, survey respondents were asked a series of questions about the messaging, delivery methods, fonts, colours and layout of the campaign.



- Survey responses show that 84% of respondents felt that the campaign had drawn people’s attention to an important topic,
- 81% believed that the campaign had highlighted an important issue (sexual harassment) in the night time economy,
- 80% thought that the campaign messaging was clear. The scenarios presented within the campaign advertisement resonated with the experiences of 44% of respondents,
- 59% of respondents felt that campaigns in general are useful for encouraging men to take action against sexual harassment and violence in the night time economy (Figure 8).

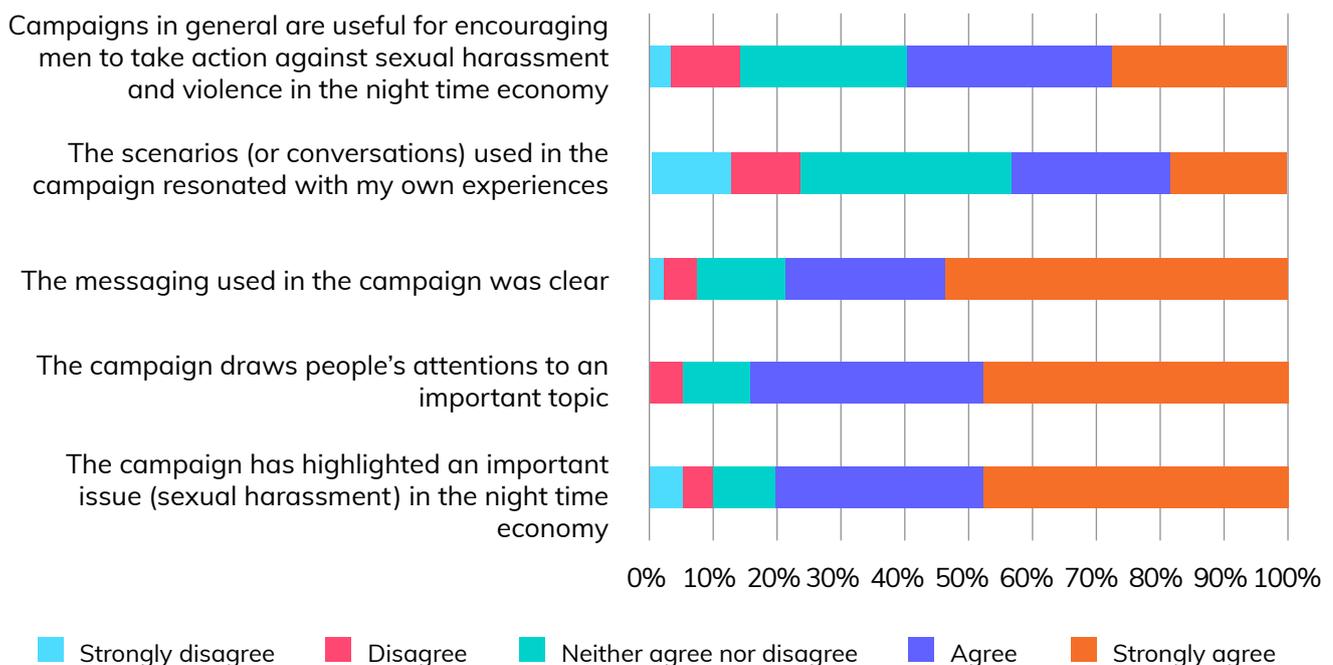
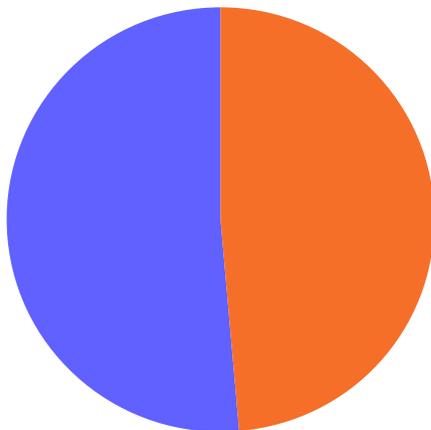


Figure 8: Campaign design feedback



When considering the responses of the target audience, **91% felt that the campaign had drawn people’s attention to an important topic, 82% thought that the campaign had highlighted an important issue** (sexual harassment) in the night time economy, and **91% believed that the campaign messaging was clear.**



■ Story ■ Poster

Figure 9: Most effective way of sharing the campaign messages

Further, 36% indicated that campaigns in general are useful for encouraging men to take action against sexual harassment and violence in the night time economy, and 55% of the target audience felt that the scenarios used in the campaign had resonated with their own experiences. This 55% of men is noticeably higher than the 44% figure for all respondents when considering whether the campaign scenarios had resonated with their own experiences; possibly highlighting that the scenarios were more relatable to men.

The campaign advertisement included static posters and motion audio video clips advertised through stories on social media. The public perception respondents were asked which they felt was more effective in sharing the campaign messages. Results show a nearly equal divide between the two mediums (Figure 9). However, when considering the responses from the target audience, 62% preferred the posters.

The free text feedback showed that people felt the video was more interactive and portrayed a story better, while the poster was eye-catching and ‘straight to the point’. Respondents felt that ‘people skim past Instagram ads very quickly and it goes unnoticed whereas, waiting for a train, bus, etc. you are forced to take notice and read it [the poster]’. Some respondents felt that it was best to use a combination of both videos and posters; ‘I think it’s best to use both messaging, one is more direct and it’s more likely to attract women views. While I think it’s good to show examples on what is considered bad behaviour as many don’t realise’.

Regarding the overall design of the campaign, Figure 10 shows that 75% of respondents felt that the colours used were good, 73% felt that the fonts were good, and 67% felt that the layout was good. Survey respondents from the target audience indicated that 39% thought the colours and fonts were good, and 42% believed the layout was good. Further feedback from all survey respondents included 'be more prominent in the seriousness of the campaign', 'try to make it less

busy, bright colours whilst eye-catching don't highlight a sense of danger and urgency', 'it is very bold, but does not get the message across' and 'designs need to be more eye catching'. Several respondents suggested the use of images may be beneficial, for example, 'I think that people need to be on them to catch people's attention', 'maybe include some sort of image to go along with the text' and 'picture information should be cleared rather than colour'.

75% of public perception survey respondents felt that the campaign helped people know how to intervene safely when they witness sexual harassment or problematic behaviour, especially amongst their friends (e.g. sexist banter).

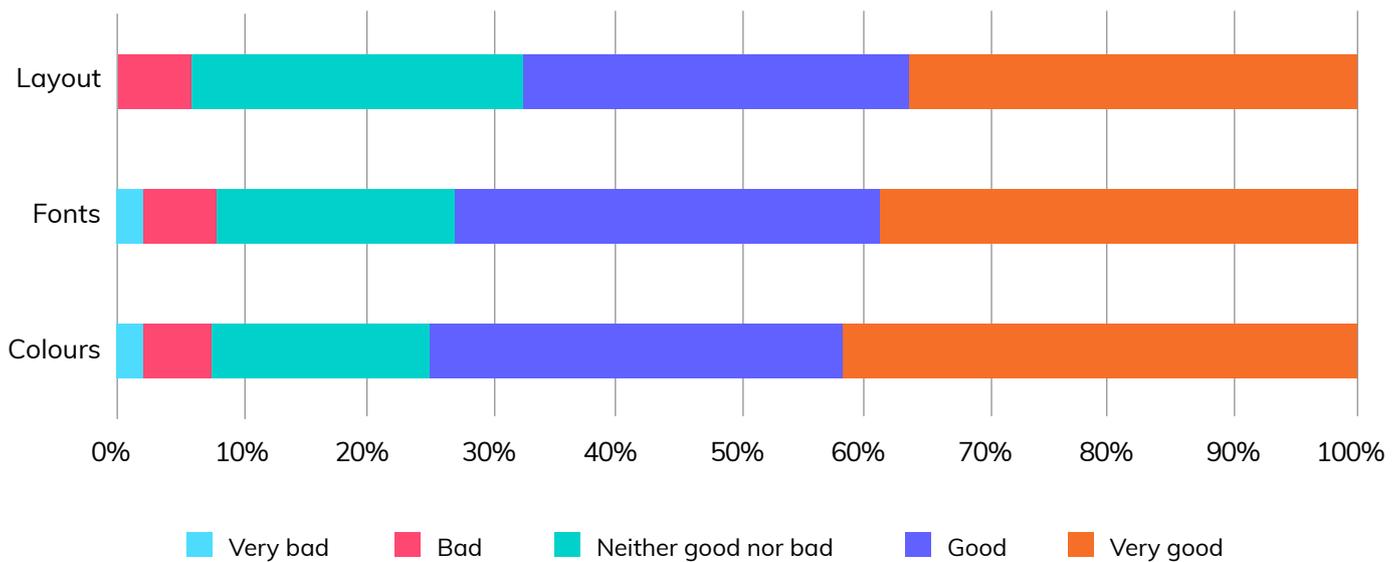


Figure 10: Campaign layout, fonts and colours

Engaging men

#SafeToSay Phase Two was specifically aimed at addressing problematic male attitudes and beliefs, and encouraging prosocial responses in male peer groups. The public perception survey asked respondents for suggestions on how to better engage men in speaking out when they witness sexual harassment in their peer groups.

Responses were grouped into the following:

1. Education

It was felt that sexual harassment was a cultural norm. To challenge this norm, participants felt that educating children and young people through schools would be beneficial to challenging the social norm, and empowering people to speak up.

2. Awareness

Respondents indicated that campaigns need to raise awareness of what sexual harassment constitutes, and any associated punishments for sexually harassing someone else.

3. Targeted Information:

Survey respondents shared that they felt having information and campaigns targeted at men would be highly beneficial. This would include advertisements that are directed at men, putting those advertisements in male orientated areas (e.g. the male toilets in a pub), and making it clear that men are essential allies in the prevention of sexual harassment.

4. Empowering bystanders:

Respondents recognised the importance of bystanders, but felt that bystanders will need clear guidance on what they can do to safely challenge sexual harassment behaviours, with clear suggestions on how to communicate. There should be sufficient support for bystanders to mitigate any negative impacts. Bystanders should be helped to feel confident in calling their friends out.

Bystander training

The survey respondents were asked if they would be interested in receiving bystander training, to which 86% said 'yes'. Reasons for wanting training included 'to get a better understanding on how to help other people in trouble', 'it would empower me to take the right actions if I was to see sexual assault happening, and to know what to do'

and 'because I care. Harassment and violence is increasing in today's society - so I need to be more proactive. Gaining the skills to help me support others would be valuable'. All survey respondents from the target audience indicated that they would be interested in receiving bystander training.

Social media analytics



During the seven weeks that the campaign was live, it reached **84,208** different people through social media channels. The advertisements were **shown over a million times** across social media.

The social media adverts were **shared 12 times**, with **74 people commenting** on the posts, and **124 post reactions**. Campaign engagement peaked between 3pm and 5pm (Figure 11).

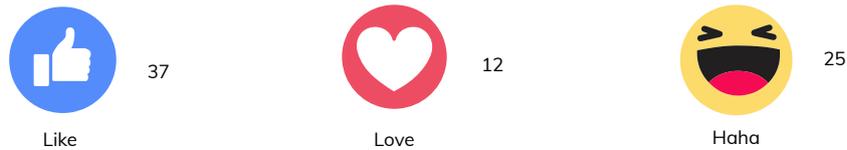
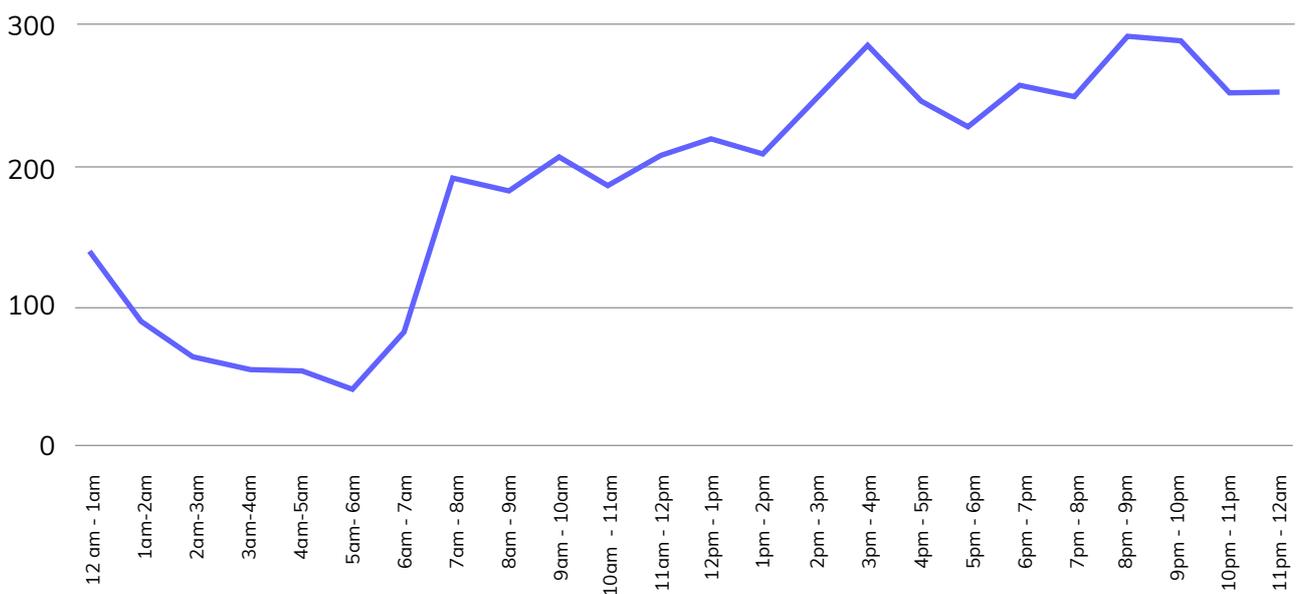
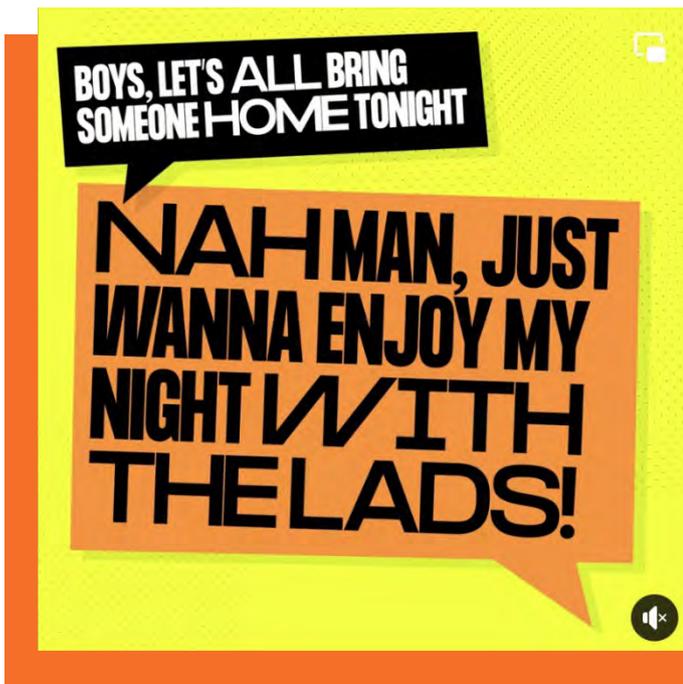


Figure 11: Campaign engagement through the day



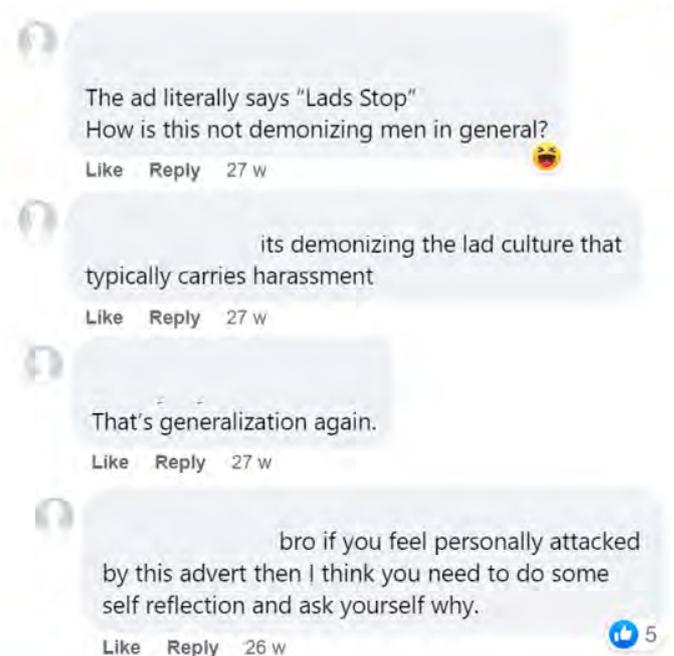
The motion video clips were viewed by 70,400 people, with 90% clicking off the video before it reached the end; this highlights the need to put key messages in the first few seconds of the video.

Scenario 3



The campaign generated 4,514 clicks to the #SafeToSay website for more information. The unique reach click through rate percentage was 5.36%, which is much higher than the 0.9% average. All of the clicks generated were from men, as they were the primary target audience. The largest amount of clicks came from the **25 - 34 age group**. Out of the three scenarios used for the campaign, **scenario 3 achieved the largest number of clicks through to the website (26.7%)**.

During the seven weeks when the campaign was live on social media, the advertisements had several severely negative comments that needed to be reported to Facebook as 'hate speech'; Facebook removed these from the advertisement. Scenario 3 received the most negativity. Other social media comments including 'this is sexist. What about women taking men home?' and 'I don't know how going on the pull counts as sexual harassment'. While the comments on the advertisements were primarily negative, some sparked discussions with some men supporting the messaging within the campaign, and challenging the perceptions of the men who had posted negative comments.



Discussion of Key Findings

Sexual harassment is a pervasive and often hidden social problem (Fitzgerald and Cortina, 2018). There are many factors associated with the night time economy that can exacerbate conditions for sexual harassment to occur. Existing cultural norms postulate that sexual harassment is inevitable, particularly within the night time economy where the drinking culture places high value on sexual encounters (Pederson et al., 2017; McMahon and Banyard, 2012).

In 2021, the VPU delivered #SafeToSay. Findings from the Phase One evaluation

found that the campaign had enhanced public awareness of sexual harassment within the night time economy, provided individuals with the skills to safely challenge problematic attitudes and beliefs, and enhanced access to support and resources for victims, perpetrators and bystanders of sexual harassment. Future iterations of the campaign should consider revising the layout and fonts used; engage different age groups and demographics in the design of the campaign; and target the campaign at specific audiences, venues or events (Walker et al., 2022).



In February 2022, the VPU delivered Phase Two of #SafeToSay. Building on the evaluation of Phase One, Phase Two aimed to:

- 1. Enhance public awareness of sexual harassment in the night time economy;**
- 2. Increase public support in preventing sexual harassment in the night time economy;**
- 3. Encourage the target audience to adopt prosocial bystander behaviours; increase awareness of support services available to victims, survivors and bystanders, with a focus on increasing awareness of local support and support for marginalised groups;**
- 4. Create a safer nightlife in Swansea by reducing instances of sexual harassment and other forms of sexual violence in the night time economy.**

To achieve this, Phase Two addressed male attitudes and beliefs of sexual harassment in the night time economy, and encouraged male bystanders to challenge the problematic language, behaviours, attitudes and beliefs of their friends. The campaign consisted of several scenarios that depicted prosocial bystander interventions when something problematic was shared. The campaign was accompanied by a website that contained a bystander toolkit and other online resources.

Overall, Phase Two of #SafeToSay did not enhance public awareness of sexual harassment within the night time economy, but did highlight an important issue. Social media engagement rates were higher than the average for similar campaigns, however, a lot of this engagement was negative. Participants felt that the campaign had helped them know how to intervene, but did not necessarily increase their confidence to take action.

Public awareness of the campaign

The campaign ran for seven weeks. During this time, the social media advertisements reached 84,208 different people, and was shown over a million times. It is impossible to determine how many people saw the physical advertisements.

The campaign was seen by 28% of the public perception survey respondents prior to them taking part in the survey. It can be assumed that more people saw the advertisements during the seven weeks while the campaign was live, but that these people did not participate in the public perception survey. There was a nearly equal divide in the number of people who saw the campaign advertisements online and those seen in Swansea.

Public engagement with campaign

The number of people who clicked through from the campaign advertisements to the website was much higher than the average at 5.36%, compared to the 0.9% average. This is a vast increase from that of Phase One (0.49%) (Walker et al., 2022). The click through rate could be improved further by providing a clear call to take online action.

As men were the primary target audience, all of the clicks generated were from men. This is a positive finding, as Phase One of #SafeToSay and Drinkaware's 'If you wouldn't do it sober, you shouldn't do it drunk' campaign both struggled to engage men with the campaigns (Walker et al., 2022; Gunstone and Fowler, 2017). Engaging men in violence prevention campaigns, particularly conversations around VAWDASV, is

essential to initiating a cultural shift in attitudes towards violence against women (Walker et al., 2021).

The campaign received a lot of negative engagement on the social media advertisements, with many of the comments needing to be reported to Facebook as 'hate speech'. However, it is positive that some of the comments elicited a discussion between men on Facebook, with some offering explanation to other men who had posted negative comments. Research has shown how bystander behaviours differ when faced with problematic situations online and offline; with those responding to online behaviours being less afraid of negative repercussions (Obermaier, 2022; Quirk and Campbell, 2014).

Public perceptions of the campaign

The public survey respondents felt that the campaign had drawn people's attention to an important topic. Further, they felt that the campaign has highlighted an important issue within the night time economy; sexual harassment.

Whilst 80% of survey participants felt that the campaign messaging was clear, more than half (56%) felt that the scenarios did not resonate with their own experiences. It is essential for people to feel that they can relate to advertisements as this increases the persuasiveness of the messaging (Muralidharan and Kim, 2019). Further, respondents felt that the use of imagery would be highly beneficial.

The public perception survey results indicate that the respondents felt the motioned video clips and static posters were equally as effective at sharing the campaign messages. Yet, the survey responses from the target audience

[men] preferred the static posters. However, respondents were mindful of how often people 'skim past' Instagram stories, and suggest that this may minimise the effectiveness of advertisements through similar social media platforms. Research shows that campaigns need to utilise a variety of methods to deliver the campaign messages, particularly as offline assets can reach more people than the social media target audience (Freeman et al., 2015). It is recommended that future iterations of the campaign continue to employ more than one means of delivering the advertisements.

Campaign impact on confidence to intervene

While three quarters of survey participants felt that the campaign had had an effect on them, on the whole, the campaign did not help people recognise sexual harassment within the night time economy, with more than half of survey respondents (62%) indicating this. Similarly, participants did not feel that the campaign had increased their confidence to take action, nor had it provided them with the information and

resources to take action. These are all elements that future iterations of the campaign could look to improve. Nevertheless, the campaign did help people know how to intervene safely when they witness sexual harassment or problematic behaviour. Future evaluations should look to unpick the difference between safely intervening, confidence, and the information and resources provided.

Suggestions for engaging men

Previous sexual harassment and violence prevention campaigns have struggled to engage men (Walker et al., 2022; Gunstone and Fowler, 2017). As part of this campaign evaluation, survey respondents were asked to suggest ways to further engage men with sexual harassment campaigns. Suggestions included educating boys and young men while they are in schools to change the cultural norm around sexual harassment; targeting information specifically at men, in male dominated areas; and further campaigns to raise awareness of what constitutes sexual harassment, and any associated punishments.

In a recent systematic evidence assessment by Addis and Snowdon (2021), it was found that school-based interventions have promising outcomes for violence against women, domestic abuse and sexual violence. Further, Banyard (2019) found promising results when delivering an intervention on challenging gender norms to middle school (US) boys. This suggests that educating young men, while they are still in school, may prove an effective way of addressing sexual harassment; as previously acknowledged by UN Women (2019).

Other outcomes

The vast majority of respondents indicated that they would like bystander training, if it were to be available to general members of the public. The importance of training members of the public to be prosocial bystanders against sexual harassment has been internationally recognised (UN Women, 2019) as bystanders are essential

In a novel research study by Bongiriono et al., (2019), it was found that men and women are more likely to feel a sense of empathy for a man who has been accused of sexual harassment, and blame the victim. This demonstrates the importance of educating members of the public on what constitutes sexual harassment; it is only when a person knows that a behaviour is inappropriate, that they will take prosocial action (Kofman and Garfin, 2020).

The interaction between gender, relationship to the victim and perpetrator, and bystander responses to sexual harassment is complex (Bennett et al., 2017). In regard to men in particular, it is important to note the significance of 'social categorisation' when considering male bystander behaviour. Social categorisation demonstrates that people are less likely to intervene when they belong to the same social category as the perpetrator (Urschler, 2015). In the context of #SafeToSay, it would result in significant challenges when asking men to address the attitudes of their peers, as the bystander and person with the problematic attitudes would belong to the same social category.

to preventing sexual harassment (Fenton et al., 2019) and there is evidence to suggest that multi-component sexual violence prevention interventions are effective (Quigg et al., 2021). It is therefore encouraging that members of the public are keen to play a role in the prevention of sexual harassment and violence.

Recommendations

When considering the future delivery and upscaling of the campaign, this evaluation has the following recommendations:

- To upscale the campaign, consideration should be given to the design of the advertisements and scenarios used. Particular focus should be on ensuring the scenarios resonate with the experiences of members of the public; this could be achieved through workshops with the target. Further, consideration should be given to aligning the scenarios with the location they are due to appear; for example, if an advertisement is going to be delivered in a pub, the scenario should be based in a pub.
- The delivery of future iterations of the campaign should be considered, in particular, targeted locations, pan Wales, and at key times of the year (for example, Freshers' weeks and around Christmas).
- More work should be undertaken to understand the experiences of men who engage in the night time economy. The comments posted on the social media advertisements could be explored to understand what men felt was problematic about the advertisements. Further, consideration should be given to undertaking persona developments for men who engage in the night time economy; this richer insight into their behaviour could help shape future iterations of the campaign.
- A systematic review on 'what works to engage men' in campaigns of this nature, should be considered to help optimise engagement in any future campaigns.
- Future iterations of the campaign should maximise public exposure by utilising several delivery methods, for example, different social media platforms, and different locations for physical advertisements. Physical advertisements should be placed in locations dominated by the target audience.
- Future evaluations should look to unpick the difference between increased confidence, wanting to intervene, actually intervening, and the impact of the information and resources provided in order to further understand campaign effectiveness/impact.
- Research has shown that multi-component interventions can be more effective at initiating attitude and behavioural changes; for example, accompanying the next iteration of #SafeToSay with the offer of bystander training. This is further strengthened by a significant number of survey participants sharing a desire to undertake bystander training, if it were available. Therefore, future iterations of the campaign should consider accompanying the advertisements with bystander training for those who want to learn more about sexual harassment prevention.

References

- Addis, S. and Snowdon, L. (2021) *What Works to Prevent Violence Against Women, Domestic Abuse and Sexual Violence? Systematic Evidence Assessment*. Available at https://www.violencepreventionwales.co.uk/cms-assets/research/What-Works-to-Prevent-Violence-against-Women-Domestic-Abuse-and-Sexual-Violence-Systematic-Evidence-Assessment_2021-09-20-124755_aypz.pdf [Accessed October 2021].
- Banyard, V. L. (2015) *Toward the next Generation of Bystander Prevention of Sexual and Relationship Violence: Action Coils to Engage Communities*. Switzerland, Springer.
- Banyard, V., Edwards, K. M., Rizzo, A. J., Theodores, M., Tardiff, R., Lee, K. & Greenberg, P. (2019) Evaluating A Gender Transformative Violence Prevention Program For Middle School Boys: A Pilot Study. *Children and Youth Services Review*, 101, pp. 165-173.
- Bennett, S., Banyard, V. L. & Edwards, K. M. (2017) The Impact of the Bystander's Relationship with the Victim and the Perpetrator on Intent to Help in Situations Involving Sexual Violence. *Journal of Interpersonal Violence*, 32(5), pp. 682-702.
- Bongiorno, R., Langbroek, C., Bain, P. G., Ting, M. and Ryan, M. K. (2020) Why Women Are Blamed for Being Sexually Harassed: The Effects of Empathy for Female Victims and Male Perpetrators. *Psychology of Women Quarterly*, 44(1), pp. 11-27.
- Cares, A. C., Banyard, V. L., Moynihan, M. M., Williams, L. M., Potter, S. J. & Stapleton, J. G. (2015) Changing Attitudes About being a Bystander to Violence: Translating an In-person Sexual Violence Prevention Program to a New Campus. *Violence Against Women*, 21(2), pp 165-187.
- Drinkaware. (2017). *Helping Create a Safer Night Time Economy*. Available at <drinkaware-crew-report-jan-2017.pdf> [Accessed October 2021].
- Fenton, R., Mott, H., McCartan, K. & Rumney, P. (2016) *A Review of Evidence for Bystander Intervention to prevent Sexual and Domestic Violence in Universities*. Available at https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/515634/Evidence_review_bystander_intervention_to_prevent_sexual_and_domestic_violence_in_universities_11April2016.pdf [Accessed March 2021].
- Fenton, R., Jones, C., Moss, S. & Cooke, K. (2019) The Challenges of Developing and Implementing a Bystander Intervention for the Prevention of Domestic Violence and Abuse in UK Communities. *Journal of Gender Based Violence*, 3(2), pp 215-231.
- Fitzgerald, L. F., & Cortina, L. M. (2018). Sexual harassment in work organizations: A view from the 21st century. In C. B. Travis, J. W. White, A. Rutherford, W. S. Williams, S. L. Cook, & K. F. Wyche (Eds.). *APA handbook of the psychology of women: Perspectives on women's private and public lives*: 215–234. Washington, DC, US: American Psychological Association.

Freeman, B., Potente, S., Rock, V. and McIver, J. (2015) Social Media Campaigns that make a Difference: What can Public Health Learn from the Corporate Sector and other Social Change Marketers? *Public Health Research and Practice*, 25(2).

Government Equality Office (2020) 2020 Sexual Harassment Survey. Available at [Title] (publishing.service.gov.uk).

Gunstone, B. & Fowler, E (2017) *Wouldn't, Shouldn't Campaign Evaluation*. Available at [drinkaware_wouldnt-shouldnt-2016_report_v20.pdf](#) [Accessed October 2021].

Janssen, H., Cresswell, K., Judd, N., Hughes, K., Snowdon, L., Barton, E., Jones, D., Wood, S. & Bellis, M, A. (2020) A Rapid Assessment of Re-opening Nightlife Whilst Containing COVID-19 and Preventing Violence. Available at [Full-Report-A-rapid-assessment-of-re-opening-nightlife-whilest-containing-COVID-19-and-preventing-violence.pdf](#) (violencepreventionwales.co.uk) [Accessed October 2021].

Kofman, Y, B. Garfin, D, R. (2020) Home is Not Always a Haven: The Domestic Violence Crisis amid the COVID-19 Pandemic. *Psychological Trauma: Theory, Research, Practice and Policy*, 12(81), pp. 5199-5201.

Local Government Association. (2019) *Approaches to Managing the Night Time Economy*. Available at [Approaches to managing the night-time economy | Local Government Association](#).

McMahon, S., & Banyard, V. L. (2012) When Can I Help? A Conceptual Framework for Preventing Violence through Bystander Intervention. *Trauma, Violence & Abuse*, 13(1), pp. 3–14.

Muralidharan, S. & Kim, E. (2019) 'I Owe My Life to the Kind Individual who called the Helpline': Exploring the Interplay of Self-Views and Social Distance in Narrative Advertising on Domestic Violence Prevention in India and the United States. *International Journal of Advertising*, 38(5), pp.704-730.

Obermaier, M. (2022) Youth of Standby? Explaining Adolescent and Young Adult Bystanders' Interventions against Online Hate Speech. *New Media and Society*.

Oliver, R., Alexander, B., Roe, S. & Wlasny, M. (2019) *The Economic and Social Costs of Domestic Abuse*. Home Office, UK.

Pedersen, W., Tutenges, S. & Sandberg, S. (2017) The Pleasures of Drunken One-night Stands: Assemblage Theory and Narrative Environments. *International Journal of Drug Policy*, 49, pp. 160-167.

Philpot, R., Liebst, L, S., Moller, K, K., Lindegaard, M, R. & Levine, M. (2019) Capturing Violence in the Night Time Economy: A Review of Established and Emerging Methodologies. *Aggression and Violent Behaviour*, 26, pp. 56-65.

Quigg, Z., Bigland, C., Hughes, K., Duch, M., Juan, M. (2020) Sexual Violence and Nightlife: A Systematic Literature Review. *Aggression and Violent Behavior*, 51.

Quigg, Z. & Bigland, C. (2020a) *The Good Night Out Campaign: Evaluation Of A Nightlife Worker Training Programme To Prevent Sexual Violence In Liverpool*. Project Report. Public Health Institute, Liverpool John Moores University, Liverpool, UK.

Quigg, Z., Bigland, C., & Ross-Houle, K. (2020) *The Good Night Out Campaign: Evaluation of a Nightlife Worker Training Programme to Prevention Sexual Violence in Birmingham*. Public Health Institute, Liverpool John Moores University, Liverpool, UK.

Quigg, Z., Bigland, C., Hughes, K., Duch, M & Juan, M. (2020) Sexual Violence and Nightlife: A Systematic Literature Review. *Aggressive Violent Behaviour*, 51, pp 101363.

Quigg, Z., Bellis, M, A., Hughes, K., Kulhanek, A., Brito, I., Ross-Houle, K., Bigland, C., Calafat, A. & Duch, M. (2021) STOP_ Sexual Violence: Evaluation of a Community-based Nightlife Worker Awareness Raising Bystander Training Programme. *European Journal of Public Health*, 31(3), pp. 659-664.

Quirk, R., & Campbell, M. (2014) On Standby? A Comparison of Online and Offline Witnesses to Bullying and their Bystander Behaviour. *Educational Psychology*, 35(4), pp. 430-448.

Savard, D, M., Kelley, T, M., Jakska, J, J. & Kennedy, D, B. (2019) Violent Crime in Bars: A Quantitative Analysis. *Journal of Applied Security Research*, 14(4), pp. 369-389.

UN Women (2019) *What Will It Take? Promoting Cultural Change to End Sexual Harassment*. Available at [Discussion-paper-What-will-it-take-Promoting-cultural-change-to-end-sexual-harassment-en.pdf](https://www.unwomen.org/en/discussion-papers/2019/04/what-will-it-take-promoting-cultural-change-to-end-sexual-harassment-en) (unwomen.org)

UN Women (2021) *Prevalence and Reporting of Sexual Harassment in UK Public Spaces*. Available at [APPG-UN-Women-Sexual-Harassment-Report_Updated.pdf](https://www.unwomen.org/en/discussion-papers/2021/04/prevalence-and-reporting-of-sexual-harassment-in-uk-public-spaces) (unwomenuk.org)

Urschler, D. (2015). *Bystander Effect*. Oxford Bibliographies.

Wales Violence Prevention Unit (2022) *Violence Monitoring Report: January 2022*. Wales Violence Prevention Unit, Cardiff.

Walker, A., Fenton, R, A., Snowdon, L, C., Barton, E., Parry, B., Donovan, C. & Bellis, M, A. (2021) *A Mixed Methods Study into Bystander Experiences of Domestic Violence and Abuse during the COVID-19 Pandemic*. Available at <https://www.violencepreventionwales.co.uk/cms-assets/research/Bystander-Experiences-of-Domestic-Violence-and-Abuse-during-the-COVID-19-Pandemic.pdf> [Accessed October 2021].

Walker, A., Barton, E, R., Parry, B. & Snowdon, L, C. (2022) *Preventing Sexual Violence in the Night Time Economy: Encouraging Active Bystanders Against Violence*. Available at [Evaluation-Report-Preventing-Sexual-Violence-in-the-Night-Time-Economy.pdf](https://www.violencepreventionwales.co.uk/cms-assets/research/Evaluation-Report-Preventing-Sexual-Violence-in-the-Night-Time-Economy.pdf) (violencepreventionwales.co.uk)

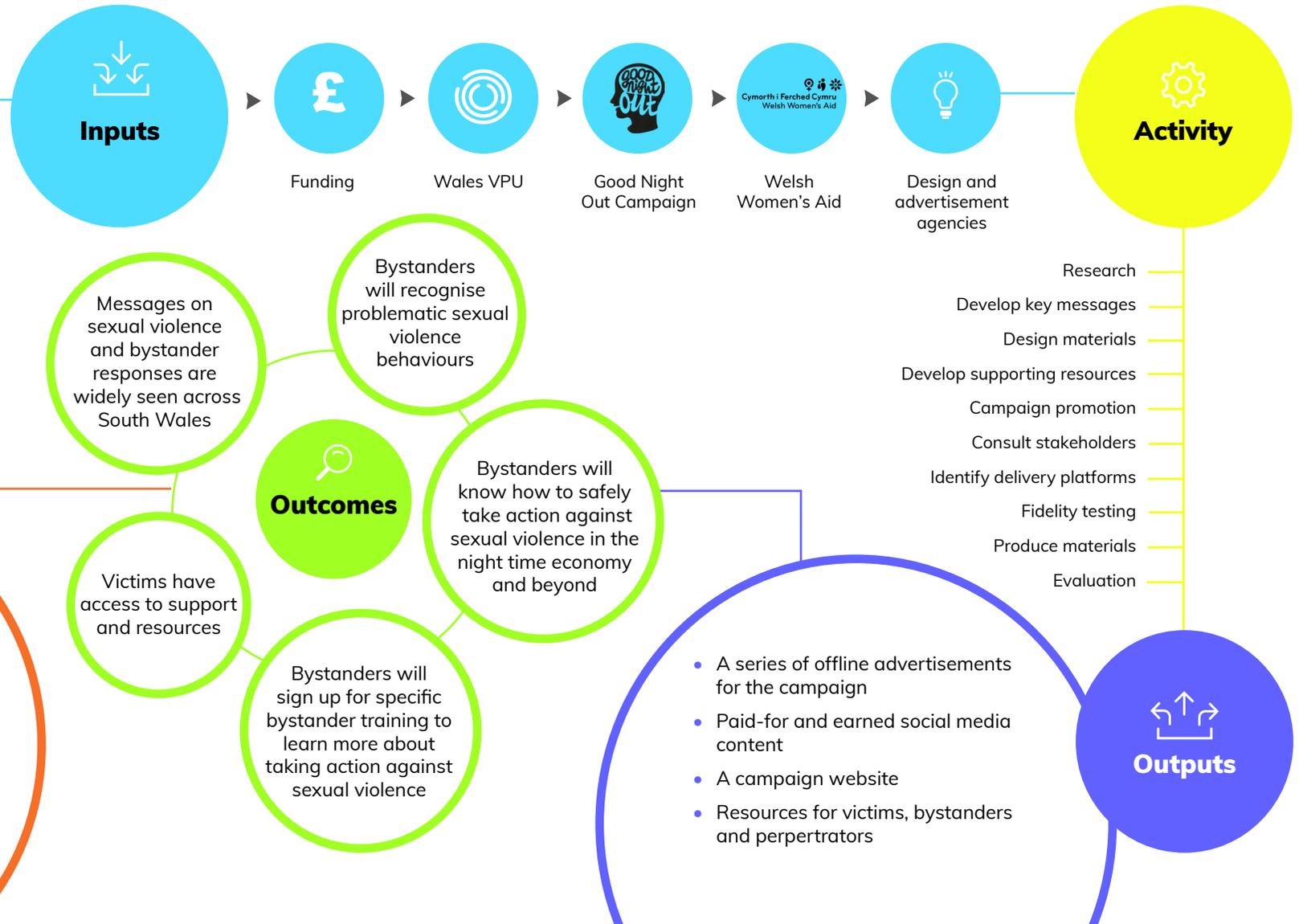
Welsh Government. (2015) *Launch of the Night Time Economy Framework*. Available at [Written Statement - Launch of the Night Time Economy Framework \(8 December 2016\) | GOV.WALES](https://www.gov.wales)

Appendices

Theory of change

Assumptions

- Sexual violence is preventable
- Individuals have the ability to change if given the right support and information
- Sexual violence prevention campaigns are an effective way to engage young people



Impact

- People are empowered to safely take action against sexual violence
- A shift in social norms around sexual violence in the night time economy
- Reduction in incidents of sexual violence
- Sexual violence is prevented in, and out of, the night time economy

Outcomes

- Messages on sexual violence and bystander responses are widely seen across South Wales
- Bystanders will recognise problematic sexual violence behaviours
- Bystanders will know how to safely take action against sexual violence in the night time economy and beyond
- Bystanders will sign up for specific bystander training to learn more about taking action against sexual violence
- Victims have access to support and resources

Outputs

- A series of offline advertisements for the campaign
- Paid-for and earned social media content
- A campaign website
- Resources for victims, bystanders and perpetrators

- Research
- Develop key messages
- Design materials
- Develop supporting resources
- Campaign promotion
- Consult stakeholders
- Identify delivery platforms
- Fidelity testing
- Produce materials
- Evaluation

Public perception survey questions

Demographics

1. What is your age?
2. What is your sex?
3. Where do you live?
4. What is your gender?
5. What is your sexuality?
6. What is your ethnicity?

The following questions will explore your views on a campaign aimed at preventing sexual harassment on nights out. This includes in pubs, bars, restaurants, or other public spaces (for example, beaches or parks). For ease, we will refer to this as the “night time economy”.

When we talk about sexual harassment, we mean any unwanted sexual comments or behaviours that make you feel uncomfortable. This can include unwanted sexual jokes or propositions, degrading comments, or being stared at.

When we talk about sexual violence, we mean any unwanted sexual act, activity or touching. This can include rape and sexual assault.

If you have experienced any form of gender-based violence, including sexual harassment, or you are concerned about someone else, you can contact the Live Fear Free Helpline, 24/7 for advice and support. Webchat: gov.wales/live-fear-free Call: 0808 80 10 100 Text: 07860077333

Your views are really valuable to us and will help us to understand more about this important topic. However, we recognise that this may be a sensitive and difficult topic for some people. If you do not feel comfortable proceeding with the survey, you can close the survey at any point. Please be reassured that your answers will remain completely confidential.

Unprompted awareness

7. Since February 2022, have you seen any advertisements regarding sexual harassment and violence in the night time economy?
8. Where did you see this?
9. To the best of your knowledge, which organisation(s) were behind what you saw?

Prompted awareness

10. Have you seen any of these campaign advertisements before?
11. Where did you see it?
12. When did you last see it?
13. How many times have you seen it?
14. Did you look for additional information after seeing the advertisement?
15. Did you visit the campaign website after seeing the advertisement?
16. What information on the website did you find most useful?

17. We want to understand the effect that the campaign had on you. Please tick all that apply.

The campaign...

- Had no effect on me.
- Helped me recognise sexual violence in the night time economy.
- Increased my confidence to take action when I witness sexual harassment in the night time economy.
- Something else, please tell us more.
- Provided me with the information and resources I need to take action.

18. If bystander training was made available, which taught you how to take action when you witness sexual harassment and violence, would you be interested in signing up?

19. Do you think the poster or the Instagram story is more effective in sharing the campaign messaging?

20. Why do you think this?

Please look at the campaign artwork again before answering the next question.

21. To what extent do you agree with the following:

- The campaign has highlighted an important issue (sexual harassment) in the night time economy
- The campaign draws people's attentions to an important topic
- The messaging used in the campaign was clear
- The scenarios (or conversations) used in the campaign resonated with my own experiences
- Campaigns in general are useful for encouraging men to take action against sexual harassment and violence in the night time economy.

22. What did you think about the overall design of the advertisements used in this campaign?

- Colours
- Fonts
- Layout

23. Do you have any further thoughts on the design?

24. Do you think the campaign helps people know how to intervene safely when they witness sexual harassment or problematic behaviour, especially amongst their friends (e.g sexist banter)?

25. How do you think we could better engage men in speaking out when they witness sexual harassment in their peer groups?

26. Is there anything else you would like to tell us?

*If you have experienced any form of gender-based violence, including sexual harassment, or you are concerned about someone else, you can contact the Live Fear Free Helpline 24/7 for advice and support. Webchat: gov.wales/live-fear-free Call: 0808 80 10 100 Text: 0786 00 77 333 *If you suspect someone is in immediate danger of physical or sexual violence, please call 999.*