

PREVENTING SEXUAL VIOLENCE IN THE NIGHT TIME ECONOMY: ENCOURAGING ACTIVE BYSTANDERS AGAINST VIOLENCE

Evaluation Report

[May 2022]

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Acronyms

A&E	Accident and Emergency
COVID-19	Coronavirus
NTE	Night Time Economy
ONS	Office for National Statistics
SWPCC	South Wales Police and Crime Commissioner
VPU	Wales Violence Prevention Unit

Executive Summary

This section summarises the findings from the evaluation of the Wales Violence Prevention of the Wales Violence Prevention Unit's 2021 #SafeToSay Campaign. #SafeToSay sought to encourage prosocial bystander responses toward individuals who demonstrate inappropriate and harmful behaviours in the

night time economy (NTE). More specifically, the campaign sought to encourage and equip people to speak up about sexual harassment and the behaviours that underpin it, by providing them with the awareness needed to identify behaviours that are problematic, and the skills to act as prosocial bystanders.



This process and outcomes evaluation explores the delivery and reach of #SafeToSay, as well as public perceptions of the campaign materials.

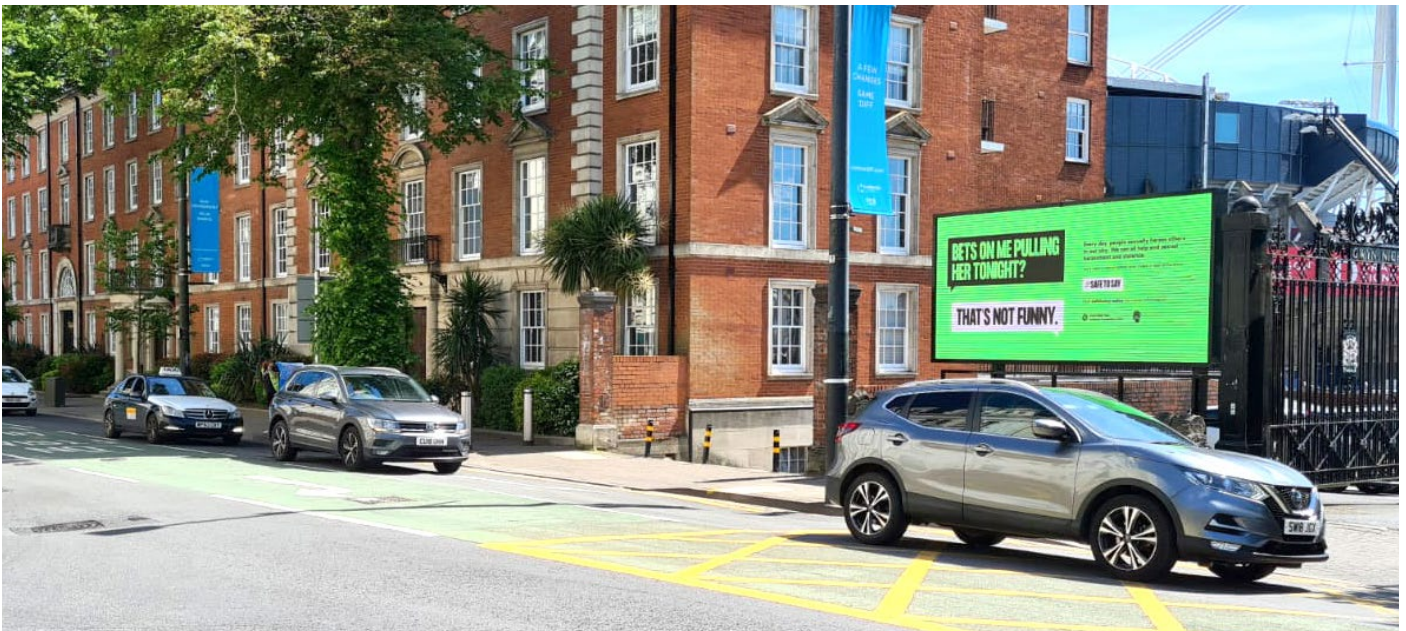


Overall, the campaign met its four objectives by encouraging prosocial bystander behaviours in response to sexual harassment within the NTE. Firstly, survey respondents indicated that the campaign had enhanced their awareness of sexual harassment in the NTE. Respondents also indicated that the campaign had allowed them to identify inappropriate and harmful sexual behaviours. Respondents further highlighted that the campaign had provided them with the skills to safely challenge harmful sexual behaviours and

support victims on nights out. Lastly, survey respondents indicated that the campaign had enhanced access to resources and support services for victims of sexual violence and those who are bystanders to sexual harassment and violence.

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.

Bystanders are “witnesses to negative behaviour (an emergency, a crime, a rule violating behaviour) who, by their presence, have the opportunity to step in to provide help, contribute to the negative behaviour or encourage it in some way, or stand by and do nothing but observe” (Banyard, 2015, pp. 8).



The objectives of the campaign were:

- 1. To enhance public awareness of sexual violence and harassment in the NTE.**
- 2. To allow people to identify the inappropriate and harmful sexual attitudes and behaviours that underpin sexual violence and harassment, within both the formal and informal NTE.**
- 3. To provide individuals with the skills to safely challenge these attitudes and behaviours on a night out.**
- 4. To enhance access to resources and support services for victims and bystanders of sexual violence and harassment.**

1.0 Background and Context

1.1 Violence and the night time economy

For the purpose of the campaign, the night time economy (NTE) was defined as “economic activity which occurs between the hours of 6pm and 6am, and involved the sale and consumption of alcohol” (Welsh Government, 2015; Wickham, 2012). The NTE has important economic and social benefits. It has been estimated that the NTE brings over £60 billion to the UK economy every year (Local Government Association, 2019). Further, it can be a regulator

for alcohol consumption, with licenced premises and trained bar staff/bouncers. However, it is also related to a range of public health problems, including drug use, intoxication, violence and risky sexual behaviours. For the year ending March 2018, 54% of violent incidents reported to the police occurred in the evening or during the night (ONS, 2019). Data also indicates that a large proportion of sexual violence and harassment occurs within the NTE.



Research from South Wales Police and Crime Commissioner (SWPCC) (2017) indicates that 46% of 18-24 year olds had personally experienced inappropriate sexual comments or touching while in the NTE.

Whilst the NTE does not cause sexual violence, there are many factors associated with the NTE, such as overcrowding and alcohol consumption, that can exacerbate conditions for sexual violence to occur. For example, overcrowding in the NTE (namely in nightclubs and bars) can give perpetrators a sense of anonymity, which empowers them to inappropriately touch another person (Quigg et al., 2020; Haleem et al., 2020; Janssen et al., 2020). Anonymity can reduce the person’s accountability, which in turn, decreases their moral responsibility and increases the likelihood of them sexually harassing or abusing another person (Philpot, 2019).

Intoxication has also been linked to sexual violence and harassment within the NTE. For the year ending March 2020, a significant number of those who were sexually assaulted reported that the perpetrator was under the influence of alcohol at the time of the abuse; 30% were current or ex-partner perpetrators and 49% were strangers of the victim (ONS, 2021b). Further evidence suggests that between 34% and 74% of male sexual violence perpetrators consumed alcohol at the time of assault (Lippy and DeGue, 2014). Whilst alcohol consumption is not a cause of sexual violence perpetration, it can be a contributory factor. Research indicates that alcohol consumption can increase a

person’s willingness to take risks, whilst reducing their fear of sanctions (Janssen et al., 2020). This, coupled with their underlying attitudes and beliefs towards sexual violence, including entitlement and misogynistic beliefs, can result in the perpetration of sexual harassment and/or violence within the NTE.

Social norms play an important role in the occurrence of sexual violence within the NTE (Savard et al., 2019). Research has indicated that existing cultural norms support the premise that sexual harassment is inevitable (McMahon and Banyard, 2012). As Pedersen et al. (2017) argues, “drunken one night stands are part and parcel of a drinking culture that places high value on sexual encounters and personal sex stories”. However, much of what society accepts as inevitable is in fact a representation of attitudes and beliefs (Figure 1), all of which can be challenged and evolve over time. Figure 1 highlights how attitudes and beliefs underpin violent behaviours, which can escalate when left unchallenged. Sexual violence behaviour occurs on a continuum, which includes unwanted sexual attention or harassment, through to rape and homicide. This continuum of abuse also represents the social acceptability of the behaviour. The higher up the pyramid the behaviour, the less acceptable, and more unlawful, it is.

The SWPPC (2017) found that it is primarily women who experience sexual harassment in the NTE. Women in the NTE also commonly experience the lower level “microaggression” forms of sexual violence (Figure 1) (Anitha et al., 2020; Graham et al., 2017; Kavanaugh, 2013).

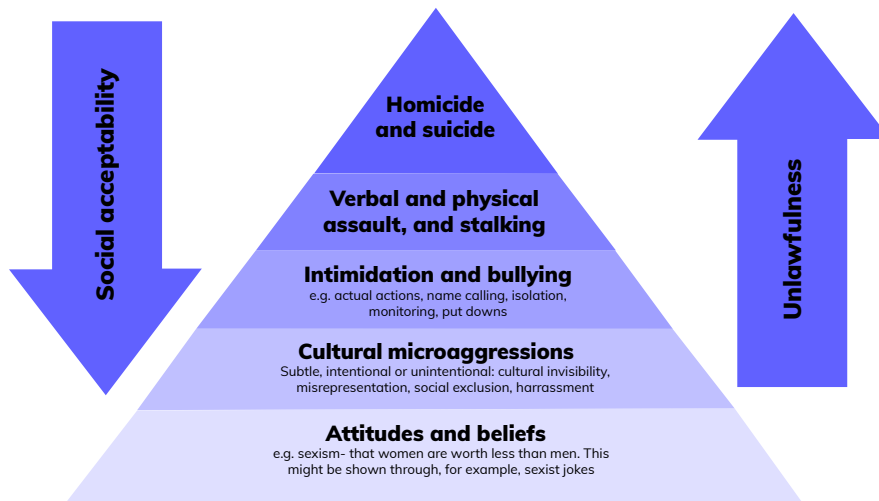


Figure 1: McMahon and Banyard (2012) Pyramid of Violence

1.2 COVID-19, violence and the night time economy

On March 20th 2020, the Welsh Government ordered the closure of pubs, bars, clubs, restaurants and other businesses to prevent the spread of COVID-19 in Wales. Social isolation and lockdowns prevented people from being able to meet up with friends and family. These restrictions are likely to be the cause of decreases in NTE related violent incidents recorded in police data and A&E data (Wales Violence Prevention Unit, 2021).

Compared to the same period the previous year, Welsh police forces recorded significant reductions in the amount of NTE related violence being reported (Gwent Police, 61%; South Wales, 50%; Dyfed Powys, 21%; North Wales, 45%) (Wales Violence Prevention Unit, 2021). Furthermore, data from health boards in South Wales highlighted a 47% decrease in patients attending A&E with a night time economy violence-related injury when compared to the previous year (Wales Violence Prevention Unit, 2021).

Similar data trends were observed regarding sexual violence. Since the initial lockdown measures were implemented, there was an overall 20% decrease in sexual violence reported to police across all four Welsh forces (Wales Violence Prevention Unit, 2021).

Reopening the night time economy

As restrictions began to ease, an increase in NTE-related injuries was recorded in both A&E and police datasets. For example, there was a 60% increase in the number of people attending A&E with NTE-related injuries between March and May 2021, when compared to the same period in 2020 (Wales Violence Prevention Unit, 2021). Furthermore, police data from across Wales indicated a 79% increase in NTE-related violence when comparing May 2021 to May 2020 (Wales Violence Prevention Unit, 2021).

This data gave indications that incidents of violence were beginning to increase as the COVID-19 restrictions were lifted and night life opened up. Concerns over this increase in violence, particularly sexual violence, became significant.



1.3 The role of bystanders

Bystanders are “witnesses to negative behaviour (an emergency, a crime, a rule violating behaviour) who, by their presence, have the opportunity to step in to provide help, contribute to the negative behaviour or encourage it in some way, or stand by and do nothing but observe” (Banyard, 2015, pp. 8).

One third of situations involving sexual violence occur in the presence of a bystander (Bennett et al., 2014). Data from SWPCC (2017) indicates that 80% of 18-24 year olds have witnessed someone else being sexually harassed while on a night out.

When bystanders witness sexual violence or harassment, they may decide to do or say something, becoming a prosocial bystander, or may choose to do nothing, becoming a passive bystander (Fenton et al., 2019). Prosocial bystander responses could include

interrupting sexual harassment or situations that could lead to sexual assault, speaking out against the social norms that perpetuate sexual harassment and violence, and to be a supportive ally to survivors of sexual harassment and violence (Cares et al., 2015).

A wealth of literature exists that explores the effects bystanders can have on sexual violence occurring within university settings. The majority of higher education institutes in the UK now offer students bystander training, which teaches them how

to identify sexual violence, and what they can do to be prosocial bystanders. These bystander training programmes have promising results (Fenton et al., 2016).

More recently, bystander training programmes have been piloted within general community populations. Early results on the effectiveness of these programmes are promising (Addis and Snowdon, 2021).



The Good Night Out Campaign aims to create a safer nightlife by helping nightlife spaces and organisations to better understand, respond to, and prevent sexual harassment and assault, through specialist training, policy support and an accreditation programme.



1.4 Previous campaigns

Within the UK, a small number of evidence-based campaigns and approaches have been delivered, which have sought to address sexual assault and harassment within the NTE by: challenging perpetrators to consider their behaviour; upskilling staff within the industry to identify and respond to inappropriate behaviours or vulnerable individuals; enhancing safety measures within the NTE; and, encouraging friends to look out for each other.

Drinkaware developed a campaign to challenge perceptions about what is acceptable behaviour in the NTE or if people are drunk. The campaign showed that sexual harassment is not acceptable in any location or under any circumstances with the tag line 'If you wouldn't do it sober, you shouldn't drunk.' The campaign was delivered over two eight-week bursts in May and September in 2015 and 2016, with plans to roll out in the future, targeting 18 – 24 year olds and ran across social media, cinema and point of sale. YouGov evaluated the campaign and found that the majority of people felt positively about the campaign and believed that it had a positive impact on attitudes towards drunken sexual harassment. On the whole, YouGov concluded that the campaign was impactful (Gunstone and Fowler, 2017).

The Good Night Out Campaign aims to create a safer nightlife by helping nightlife spaces and organisations to better understand, respond to, and prevent sexual harassment and assault, through specialist training,

policy support and an accreditation programme. The Good Night Out Campaign does not have a singular public facing campaign, but focuses on helping local authorities to develop sexual violence prevention and response campaigns, and partner with frontline support services around the UK and beyond. As examples, in London they have developed and delivered Women's Safety Charters for Southwark and Greenwich councils, and Hackney's mythbusting #ReframeTheNight campaign. Two pilot evaluations of the Good Night Out Campaign have been conducted in Birmingham and Liverpool. Early learning suggests that training should be delivered in collaboration with a local sexual violence support service.

While these campaigns have demonstrated promising outcomes, the Wales Violence Prevention Unit (VPU) sought to deliver a pilot campaign to prevent sexual violence by establishing a cultural shift in attitudes towards sexual harassment and violence. Campaigns need to enhance awareness of harmful sexual behaviours and empower the public to proactively challenge and respond to these behaviours in a safe way to reduce the social acceptability of these behaviours. By addressing the attitudes and beliefs that underpin sexual violence, upskilling bystanders, and challenging lower level behaviours (sexual harassment), it can prevent behaviours from escalating to more serious harm (sexual violence), as well as stopping them from happening in the first instance (see Figure 1).

2.0 The Campaign



The VPU commissioned a campaign to address sexual violence in the night time economy (NTE). In collaboration with industry experts (The Good Night Out Campaign) and key stakeholders (South Wales Police and Welsh Women's Aid), the campaign sought to prevent sexual harassment by encouraging pro-social and active bystander responses toward individuals who demonstrate inappropriate and harmful beliefs, attitudes and behaviours. The campaign was aimed at addressing these underpinning risk factors for violent behaviour; such as

problematic attitudes, beliefs and micro-aggressions (see pyramid of violence, Figure 1). More specifically, the campaign sought to encourage and equip people to speak up about sexual harassment in the NTE, by providing them with the awareness needed to identify behaviours that are problematic, and the skills to challenge or divert away from perpetrator/potential perpetrator behaviour in a non-confrontational way and without using violence. The campaign did not seek to change the behaviour of victims/potential victims (see appendix 1 for the theory of change).

The objectives of the campaign were:

- 1. To enhance public awareness of sexual violence and harassment in the NTE.**
- 2. To allow people to identify the inappropriate and harmful sexual attitudes and behaviours that underpin sexual violence and harassment, within both the formal and informal NTE.**
- 3. To provide individuals with the skills to safely challenge these attitudes and behaviours on a night out.**
- 4. To enhance access to resources and support services for victims and bystanders of sexual violence and harassment.**

2.1 Fidelity testing

The fidelity of the campaign was tested prior to launch. This feedback formed part of the campaign's development, and informed changes to the campaign creative, led by the creative agency, Bluegg.

Bluegg, with support from the VPU, 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 violence, responses to sexual violence and opinions of the campaign materials, messaging and hashtag. No identifiable information was requested

or provided. Bluegg received feedback from 119 respondents.

Furthermore, Welsh Women's Aid captured feedback from six 'Ask Me Ambassadors'¹ to assess whether the messaging of the campaign was clear, to capture their views on the design and ensure the messages in the campaign aligned with the campaign objectives.

The survey data and the anonymised data provided by Welsh Women's Aid was used to inform the final campaign materials.

2.2 Final campaign



The campaign was targeted towards 16-45 year olds, who engaged in the formal (pubs, bars, restaurants) and/or informal (open spaces such as beaches) NTE. The campaign did not target those who work in the NTE, such as bar staff, but its core messages did align with existing training available to those who work in the NTE for consistency.



The bilingual 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 campaign website, which contained a Bystander Toolkit developed by the VPU, Good Night Out Campaign and Welsh Women's Aid. The webpage also signposted to support services and bystander training programmes (for example, those run by Welsh Women's Aid), to enable individuals to sign up directly with that organisation. The campaign going live was staggered over a six-day period in June, beginning with bus and physical advertisements and culminating with live social media advertisements. The campaign was fully live for a four-week period (12/06/2021-10/07/2021).

¹ Ask Me Ambassadors are members of the community who have been specifically trained by Welsh Women's Aid to start conversations about abuse, know where help can be located, share their knowledge and offer support to anyone who shares their experience of abuse.

3.0 Evaluation Methodology

3.1 Purpose of the evaluation

This process and outcomes evaluation explores the delivery and reach of the NTE sexual violence prevention campaign, as well as public perceptions of the campaign materials and impact.

The primary objectives of the evaluation are:

1. To assess public awareness of the campaign, including visibility and recognition of the campaign among the target population.
2. To measure public engagement with the campaign across social media platforms.
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 violence and 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 violence and bystander responses, and uptake of support services for victims, perpetrators and bystanders.

Furthermore, where possible the evaluation seeks 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.

3.2 Data collection

The following sources of data were provided to aid in this evaluation.

Public survey

Hello Starling, the agency responsible for placing the campaign advertisements, delivered an online survey two days after the campaign closed. This was targeted at general members of the public (aged 16-45) within South Wales. The survey was emailed to a database of people who have consented to be registered on a research participation database. The questions used within this survey can be found in Appendix B, and

covered demographics, opinions of sexual harassment and violence in the NTE, unprompted recall of the campaign and prompted feedback of the campaign.

Social media and online platform analytics

Data was collated from the campaign platforms to assess reach of the campaign and levels of public engagement (see table below for breakdown).

Data Variable	Sourced From
<ul style="list-style-type: none"> • Social media analytics. • Engagement (likes, retweets/sharing, comments). • Number of social media profiles it “reaches”. • Clicks- through to the landing page. • # analytics from Twitter. • Time of day people engaged with the campaign. • Devices used to access the campaign. • Demographics of campaign audience. 	Hello Starling and Wales Violence Prevention Unit
<ul style="list-style-type: none"> • Website analytics. • Click through to initial landing page. • Engagement with information on website (clicking through to additional links). 	Wales Violence Prevention Unit

Table 1: Online platform analytics

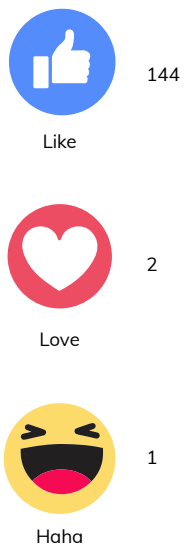
In addition to the above data, social media analysis was carried out to assess people’s views of the campaign, expressed using the campaign hashtag #SafeToSay. This assessed the responses to the campaign (positive and negative), and to understand the conversations on social media (Twitter only) regarding the content and delivery of the campaign. This was captured and disseminated anonymously.

3.3 Analysis

The public survey data 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.

4.0 Evaluation Findings

This section outlines the findings from the social media analytics and the public survey. The qualitative responses from the public survey have been used to support the quantitative data and offer additional insight into the participants' perceptions of the campaign.



4.1 Social media engagement

The online campaign advertisements reached 392,001 different people across Cardiff and Swansea during the time it was live. The advertisements were shared 9 times, 5 people commented on the advertisements and 147 people posted reactions (like, love, haha) to the advertisements.

1,938 people clicked from the campaign advertisement through to the campaign website. Those aged between 25-34 years were more likely to enquire further and click through to the campaign website (see Table 3); while 18-24 year olds were more likely to react to the social media posts (like, love, haha). More women clicked through to the campaign website (women, 53%; men, 46%; unknown, 1%).

Age range	Clicked through to website
18-24	14%
25-34	45%
35-44	34%
45-54	7%

Table 2: Percentage of click through to website



The majority of people who clicked through to the campaign website accessed it via Facebook (93%), with seven percent going through Instagram. All of those who clicked through to the website used a mobile phone device. As Figure 2 shows, on average, engagement with the campaign spiked between 10pm and 11pm.

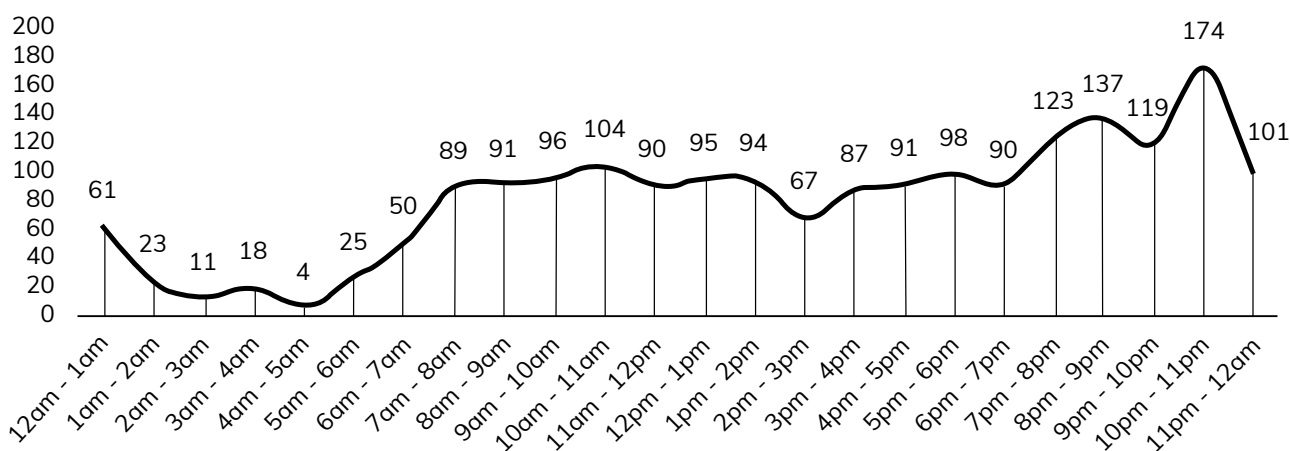


Figure 2: Campaign engagement during the day

4.2 Demographics



The public survey was completed by 265 respondents.

Eighty five percent of respondents were White British.

More women responded to the public survey (men, 43%; women, 56%).

The majority of respondents were heterosexual (83%).

Respondents were largely from Cardiff and Vale local authority (69%), with the remaining living in Swansea (31%).

There was much divergence in the ages of the public survey respondents, as shown in Figure 3.

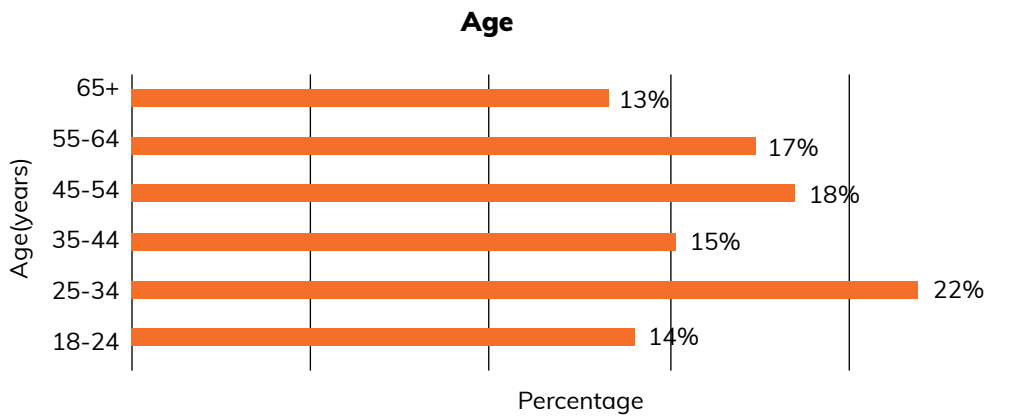


Figure 3: Age of public survey respondents

Most survey respondents indicated that they would take action if they witnessed sexual harassment and violence within the NTE; most indicated that they would speak to the person being harassed (44%), followed by saying something to the perpetrator (38%) then getting help (29%).

As Figure 4 shows, most respondents felt that there was not much they could do to prevent sexual harassment and violence in the NTE (47% for both). The majority of respondents indicated that they thought sexual harassment and violence in the NTE was a problem (79% and 80% respectively). Further, 42% of respondents did not feel safe within the NTE.

To what extent do you agree with the following statements?

■ strongly agree
 ■ somewhat agree
 ■ neutral
 ■ somewhat disagree
 ■ strongly disagree

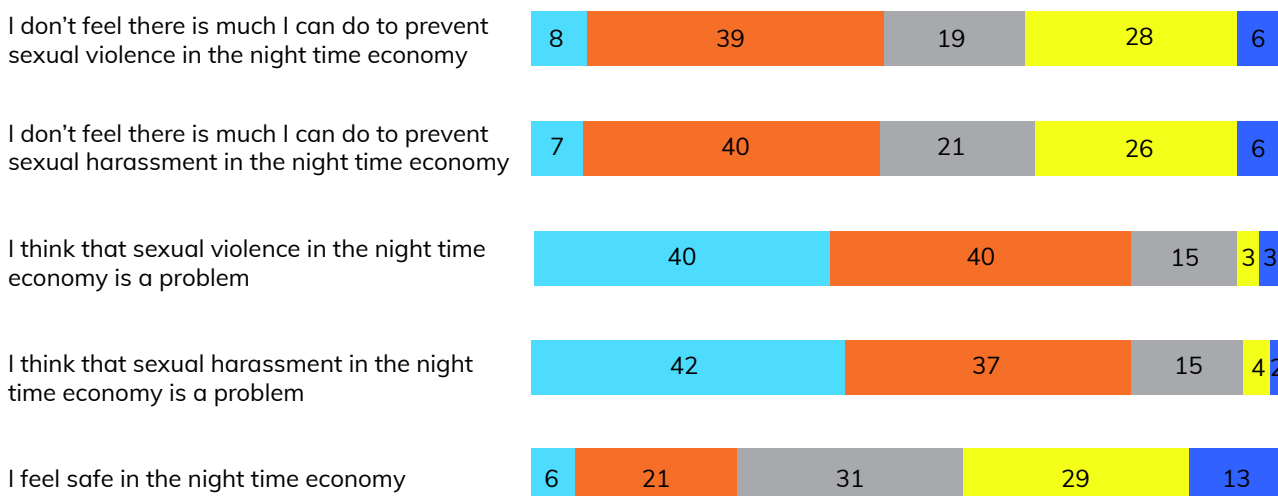
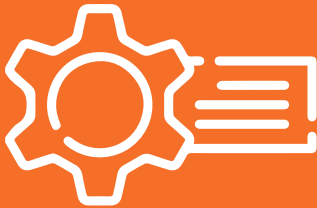


Figure 4: Opinions of sexual harassment and violence in the NTE in percentages.

4.3 Awareness of the campaign



Nineteen percent (n=50) of the 265 survey respondents had seen the NTE campaign while it was live. The majority of those that reported seeing the campaign advertising had done so in Cardiff (58%, Figure 5).

Where did you see the campaign?

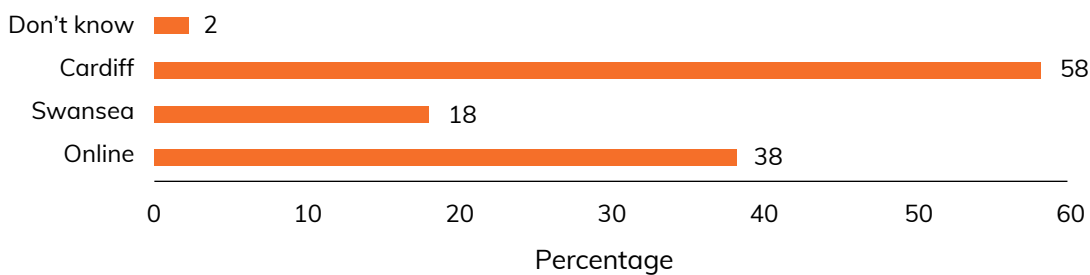


Figure 5: Location the campaign was seen

4.4 Outcomes

Of the 50 people who indicated that they had seen the campaign, 32% (n=16) reported that they had looked for additional information after seeing the campaign advertisements, with 28% visiting the campaign website (n=14). While on the website, 43% of respondents indicated that they thought the signposting to relevant services was the most useful information, followed by the bystander toolkit (21%) and signposting to bystander training programmes (14%).



4.5 Impact

Of the survey respondents (n=50) who had seen the campaign before, only 10% reported that the campaign had no effect on them. As Figure 6 shows, the most common impact of the campaign on survey respondents was feeling that it had a positive impact on their awareness of sexual harassment and violence and their confidence in being a prosocial bystander. The campaign was more likely to increase confidence in taking action against sexual harassment (potentially perceived as 'less serious' abuse/violence) than sexual violence.

The campaign:

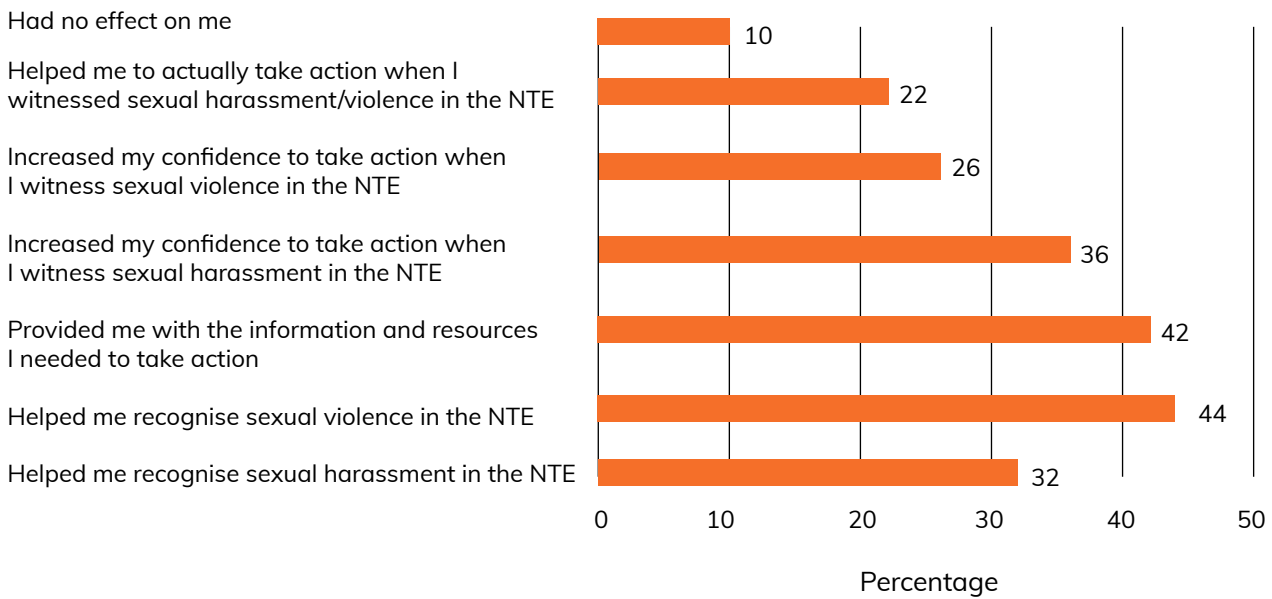


Figure 6: Impact of the campaign



4.6 Content

Of the 265 survey respondents, 71% felt that the campaign helped people know how to intervene safely when they witnessed sexual harassment or violence (Figure 7).

Do you think the campaign helps people know how to intervene safely when they witness sexual harassment and violence or problematic behaviour (e.g sexist banter, e.g. “dare me to slap her bum?”)?

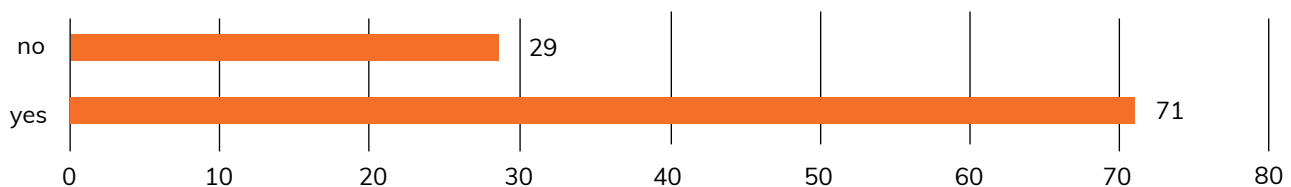


Figure 7: Campaign content on safely intervening



As Figure 8 indicates, 75% of respondents felt that campaigns in general are useful for encouraging people to take action against sexual harassment and violence in the NTE. Forty five percent of respondents felt that the scenarios used within the campaign had resonated with their own experiences, 29% were unsure and 26% said the scenarios did not. The majority of respondents felt that the campaign had highlighted an important issue (sexual harassment and violence) in the NTE, it had drawn people’s attention to an important topic and the messaging of the campaign was clear.

To what extent do you agree with the following:

■ strongly agree
 ■ somewhat agree
 ■ neutral
 ■ somewhat disagree
 ■ strongly disagree

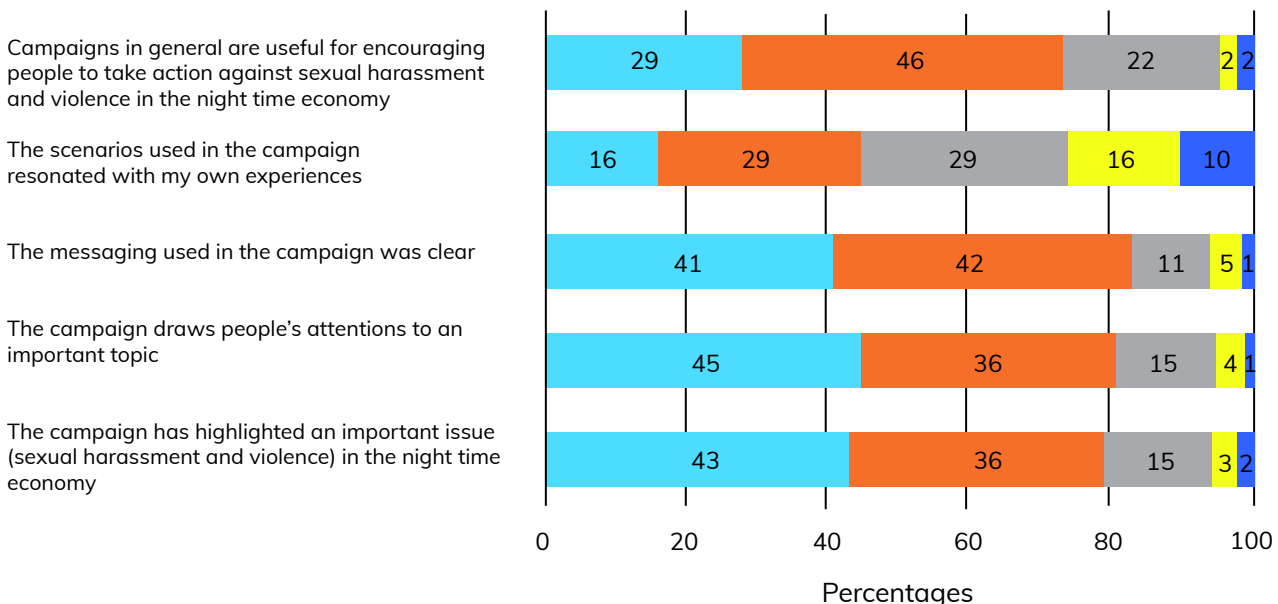
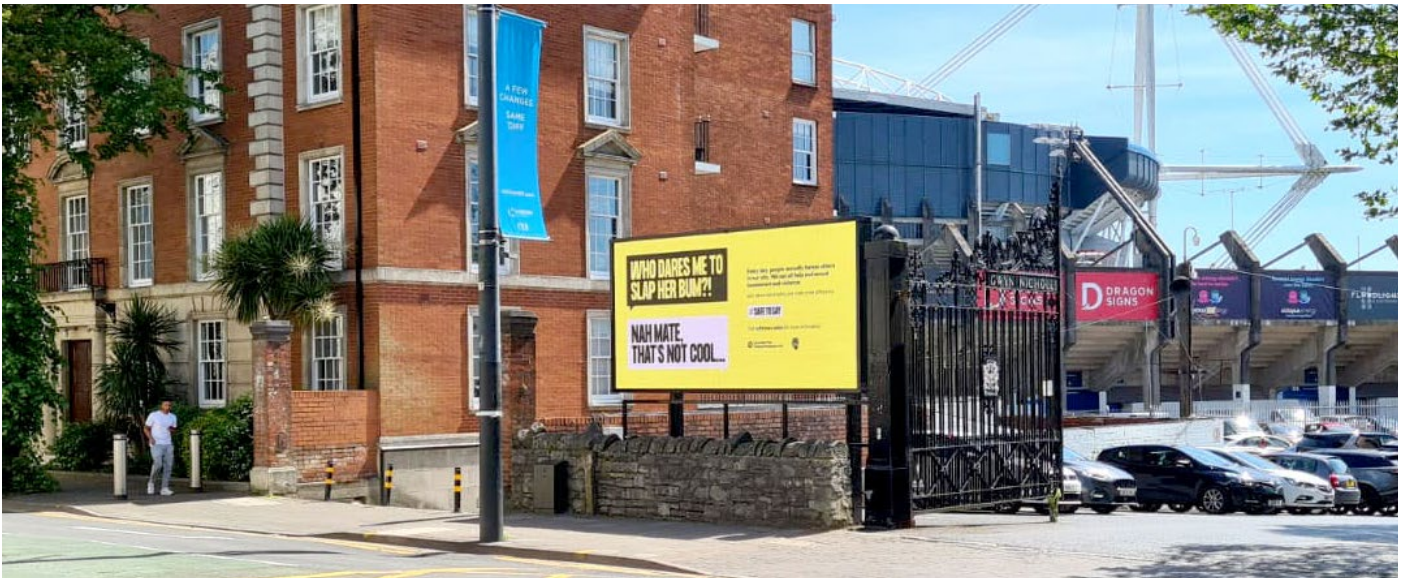


Figure 8: Opinions of campaign



Regarding the artwork of the campaign, 73% of survey respondents indicated that they thought the artwork grabbed their attention. Respondents had mixed responses to the layout and fonts used for the campaign, with equal percentages feeling that they were good and bad (36%, layout; 39% font). Yet, on the whole, respondents felt that the colours used in the campaign advertisements were good (42%) (Figure 9).

What do you think of the overall design of the advertisements used in this campaign?

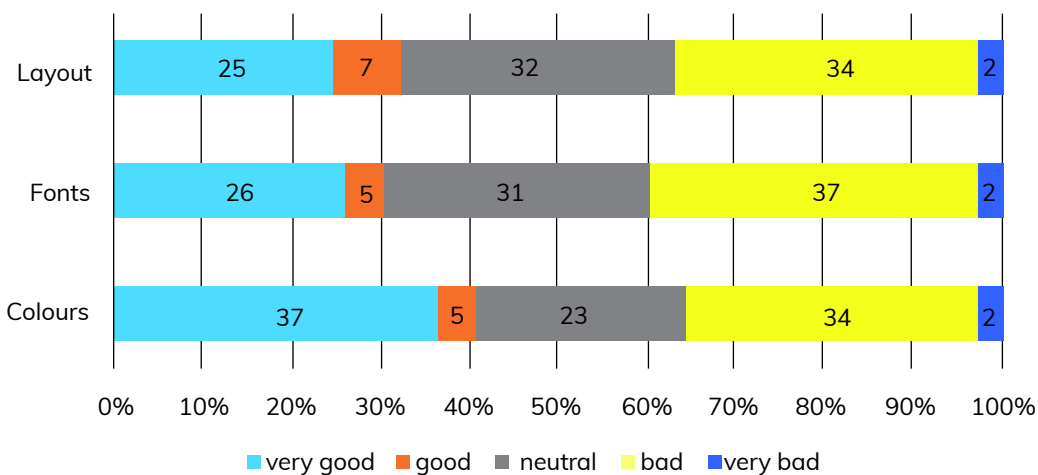
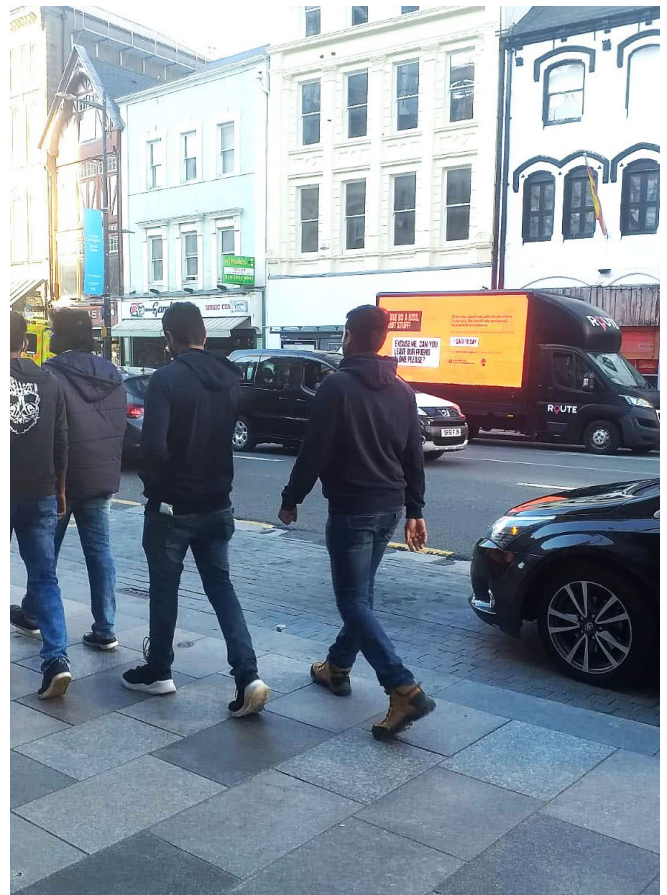


Figure 9: Opinions of campaign artwork

An open text box was provided to enable survey respondents to share any further thoughts on the design of the campaign. A significant number of the respondents suggested that the font, size of the font and colour of the campaign be revisited and possibly amended; *“I thought that the lettering was not very visual. It seemed overpowered and tiny by the bright colours used in the background”*. Seventeen survey respondents also felt that the campaign would benefit from the addition of images; *“it could include an eye catching image as well that portrays the subject matter- that would further draw people in”*.

Seventy nine survey respondents had positive feedback on the design of the campaign; *“I thought the design was a little different to what I have seen previously. Therefore, the advertising has more impact”*. Further, respondents felt that the campaign advertisements *“stand out and get the message across that this behaviour is wrong!”*



4.7 Interest in bystander training



Of the 265 public survey respondents, 82% indicated that they would be interested in signing up to bystander training if it was made available. Among the remaining 18% who indicated that they were not interested in bystander training, the main reason given was that they felt they already possessed the correct skills to take action in response to witnessing sexual harassment and violence within the NTE.

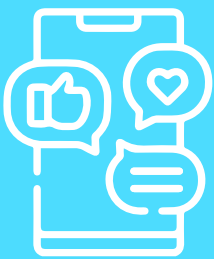
5.0 Summary Discussion of Key Findings

There are established links between the NTE and sexual harassment (Philpot, 2019; Quigg et al., 2020; Haleem et al., 2020; Janssen et al., 2020). The lockdowns that were implemented to prevent the spread of COVID-19 resulted in a significant decrease in the number of public sexual harassment and violence incidents being reported across Wales² (Wales Violence Prevention Unit, 2021a). As the lockdown restrictions were lifted, and the NTE began to reopen, concerns grew over the pre-empted increase in sexual harassment and violence (Janssen et al., 2020).

To address this concern, the VPU delivered a sexual harassment campaign, targeted at bystanders, to encourage them to take prosocial action against sexual harassment

they may witness. The campaign consisted of several scenarios that would constitute sexual harassment, and gave examples of how bystanders could address the behaviour safely. The campaign was accompanied by a bystander toolkit, and other online resources, for those looking for additional information on being prosocial bystanders.

The key objectives of the current evaluation were to assess public awareness of the campaign; measure public engagement with the campaign; explore public perceptions of the campaign; explore the impact of the campaign on perceptions of sexual harassment and confidence to take prosocial action; and measure the engagement with the campaign resources (website, toolkit).



Overall, the campaign met its four objectives. Firstly, survey respondents indicated that the campaign had enhanced their awareness of sexual harassment in the NTE. Respondents also indicated that the campaign had allowed them to identify inappropriate and harmful sexual behaviours. Respondents further highlighted that the campaign had provided them with the skills to safely challenge harmful sexual behaviours and support victims on nights out. Lastly, survey respondents indicated that the campaign had enhanced access to resources and support services for victims of sexual violence and those who are bystanders to sexual assault and violence.

² It is possible that incidents were still occurring and were not being reported.

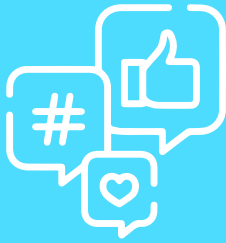
5.1 Public awareness of the campaign

The campaign ran for four weeks with a combination of online and physical advertisements. Whilst it is impossible to decipher how many people saw the physical advertisements, the social media adverts reached 392,001 people.

Relatively few of the public survey respondents (19%) had seen the campaign prior to taking part in the survey. Nevertheless, 19% is a good recall rate for a campaign that ran for four weeks, with a limited budget. It can be assumed that more people saw the campaign during the four weeks when it was live, but these people did not participate in the public survey.

Most of the public survey respondents who had seen the campaign while it was live indicated that they had been in Cardiff at the time. Future campaigns could aim to optimise awareness of the campaign by dedicating more budget to advertisement placement; this includes the placement of physical advertisement. Further, Harding et al. (2019) found that social media campaigns receive more exposure when using a combination of paid-for advertisements and when social media influencers³ share the contents on their pages.

5.2 Public engagement with campaign



Engagement with the campaign advertisement on social media was relatively low. When compared to the number of people that the campaign reached on social media (392,001), only 1,938 (0.49%) clicked through to the campaign website and only 147 people interacted with the post. The click through rate (0.49%) is lower than the average for social media campaigns, yet this is a reasonable rate as the campaign's primary aim was to raise awareness, and provide examples of how to be a prosocial bystander to sexual harassment. The campaign did not call people to take an online action. For future campaigns, a clear call to action may improve the click through rate.

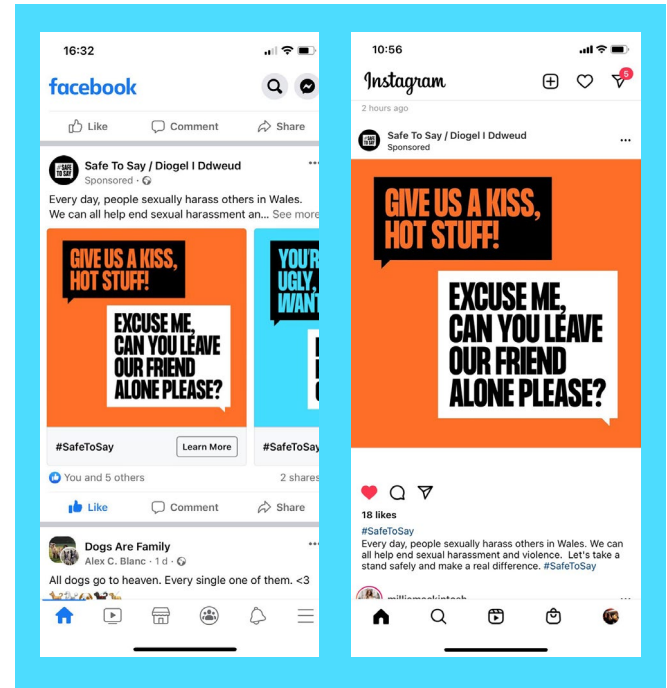
It is also possible that the social media platforms used for this campaign impacted on public engagement with the campaign. Krallman et al. (2016) highlights that social media engagement will differ across platforms (Facebook, Twitter, Instagram) for different groups of people. For example, Harding et al. (2019) found that Facebook receives more engagement than Twitter for a breastfeeding campaign. Future iterations of the campaign should consider the target audience, and identify which social media platform receives the most engagement from that group.

The campaign had nearly equal divide between male and female engagement. This is a positive finding in that the campaign appealed to both sexes; unlike Drinkaware's 'if you wouldn't do it sober, you shouldn't do it drunk' campaign evaluation, which 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). 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); therefore specific efforts should be placed on ensuring campaigns appeal to men.

³ Influencers are people on social media with a significant number of followers to their accounts.

5.3 Perceptions of campaign

The public survey respondents' perceptions of the campaign were generally positive, with most reporting that they felt the campaign had drawn attention to an important issue, and taught them how to respond appropriately and safely when they witness sexual harassment and violence in the NTE. This suggests that using scenarios is an effective way to encourage prosocial behaviour.



A significant number of survey respondents indicated that the scenarios did not resonate with their own experiences. Research has found that the persuasive effects of advertisements are enhanced when the audience can relate to the scenario (De Graaf et al, 2012; Muralidharan and Kim, 2019). Therefore, future iterations of the campaign could consider breaking down the target audience to ensure that the scenarios used reflect the experiences of that target audience. During the development phase of future campaigns, focus groups with, or feedback from, these target audiences would ensure the campaign is tailored to that group of people. This would further aid in the engagement of men, specific age groups and marginalised communities.

5.4 Impact of campaign

Most of the public survey respondents indicated that they felt sexual harassment and violence in the NTE was a problem, but did not feel able to prevent it. The majority of survey respondents who had seen the campaign while it was live indicated that it had a positive impact upon them. Among these survey respondents, the campaign was more likely to increase confidence in taking action against sexual harassment, potentially perceived as 'less serious' abusive and violent behaviour, than sexual violence.

The campaign appears to have been potentially more effective in highlighting and making people more aware of lower-level inappropriate and unacceptable

behaviour that, in turn, resulted in confidence in taking action and challenging said behaviour. While the campaign shows an increase in confidence among survey participants to take action when inappropriate behaviour had been witnessed, it is unclear whether this increase in confidence actually resulted in action being taken. Any further campaigns could incorporate a longitudinal evaluation, whereby any long term impacts of the campaign can be assessed with a follow up survey a couple of months after the campaign ends.

5.5 Other outcomes

The campaign appears to have been successful in signposting those who had seen it to relevant services and resources. Further, a third of the public survey respondents indicated that they had searched for additional information after seeing the campaign. Whilst the campaign offered additional resources, it did not require people to interact with them, as the primary aim was to give bystanders an idea of what prosocial bystander behaviour could look like. If future campaigns wanted to optimise engagement with additional campaign resources, they could clearly state that people should click through to the website, and additional resources.

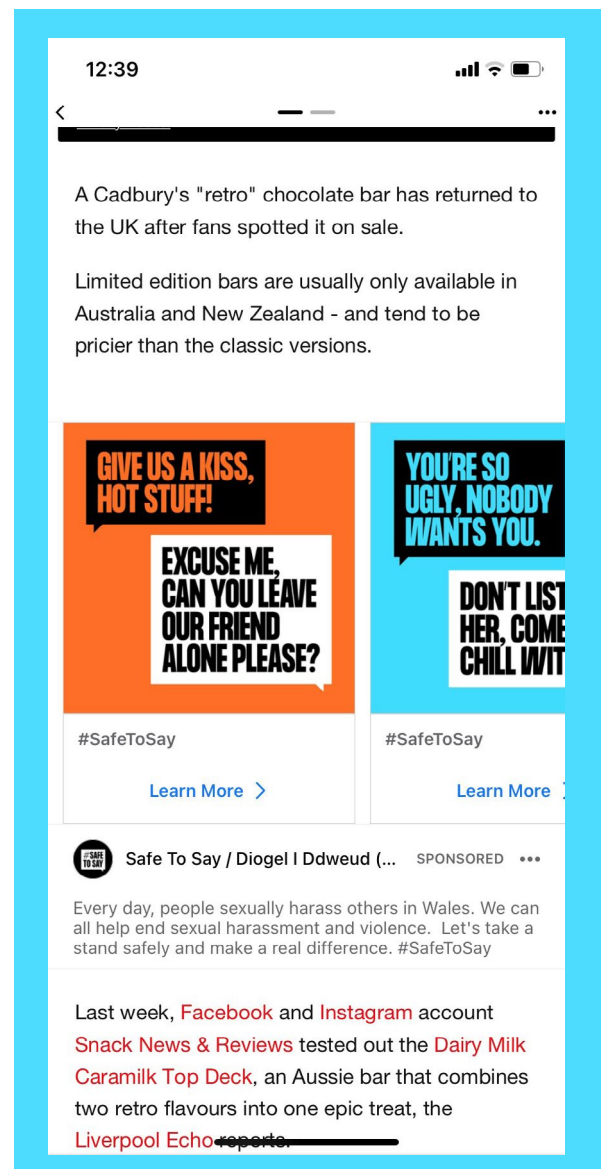
The vast majority of public survey respondents also indicated an interest in attending bystander training. It is encouraging that general members of the public are keen to play a role in the primary prevention of sexual harassment and violence. Evidence has highlighted how bystanders are essential to preventing sexual harassment and violence by altering the social norms that perpetuate sexual harassment and violence (Fenton et al., 2019). Future campaigns could consider incorporating bystander training, alongside the advertisements and toolkit. This should be allocated sufficient budgeting, and ensure that it incorporates evidence-based, evaluated bystander training.

5.6 Research challenges



An initial intention was to track comments to the campaign on Twitter using #SafeToSay. However, no one outside of the Wales Violence Prevention Unit, or stakeholders (Welsh Women’s Aid, Good Night Out etc.) commented on the campaign.

Whilst the team were able to monitor the activity of people visiting the campaign website, they were unable to follow the person’s journey after they clicked a link on the site and were taken to another organisation’s site.



6.0 Recommendations

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

- **The campaign advertisement design should be revisited. Particular focus needs to be on the layout and font used as survey respondents felt these were not as good as the general artwork used for the campaign advertisements.**
- **Whilst this may not be suitable for the physical advertisements, social media advertisements could clearly suggest that people click through to the website. This will optimise engagement with the social media advertisements, and related website resources.**
- **More work should be done to engage different age groups and demographics. This could be achieved through workshops with people from the desired demographic, which would allow an understanding of what they want to see from a campaign, and what would catch their eye.**
- **To upscale this campaign, consideration should be given to targeting specific venues or events, and adapting the campaign accordingly. For example, music festivals or sports competitions would be unique events where the formal and informal NTE thrive.**
- **Survey recruitment should be amended for future work. Recruitment of respondents should be more representative of the populations within Cardiff and Swansea to fully capture the number of people who can recall seeing the campaign.**

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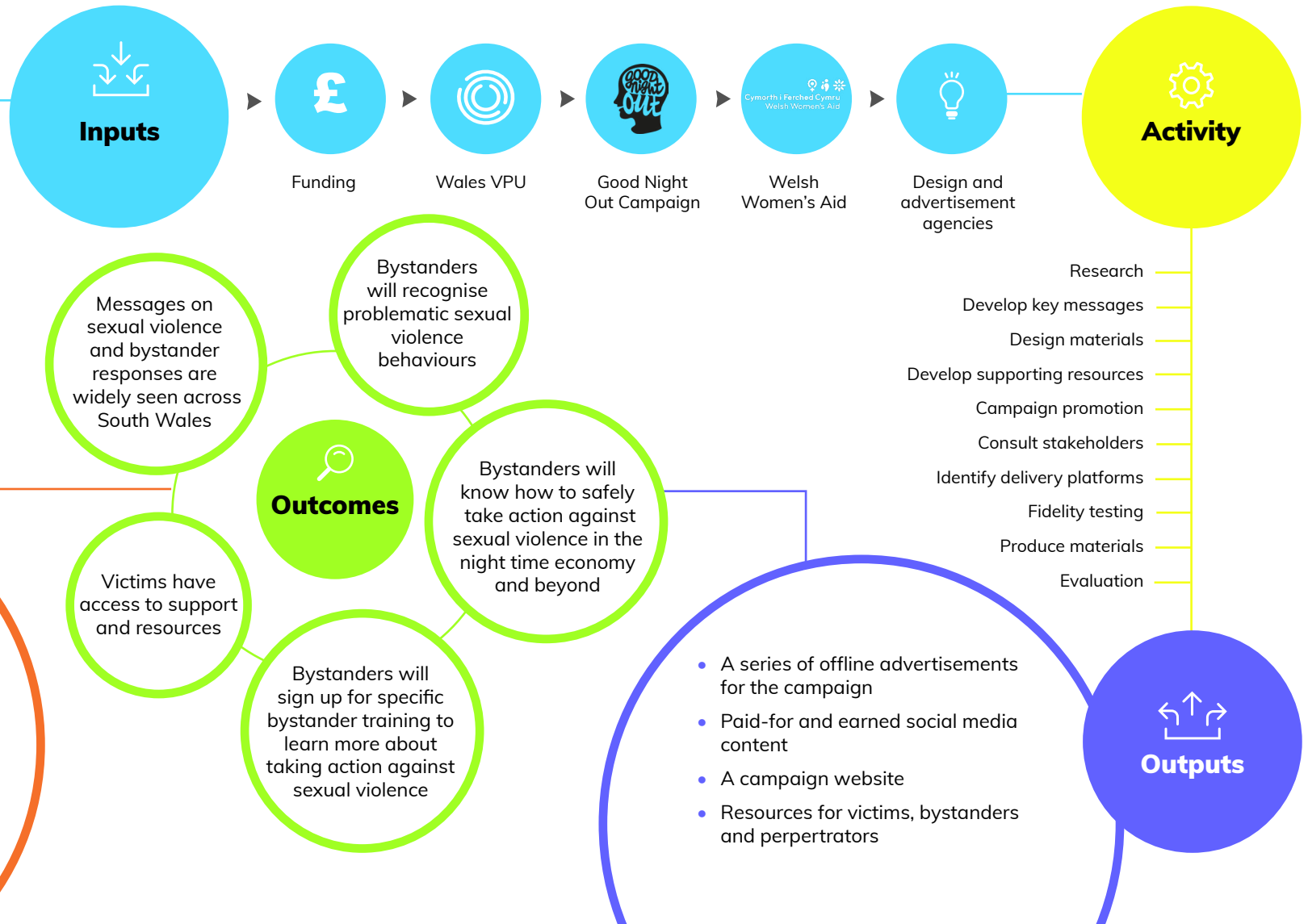
Appendices

A.

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



B. Public survey

The following questions will explore your views, thoughts and feelings towards sexual harassment and violence when you are out socialising at night. 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

If you suspect someone is in immediate danger of physical or sexual violence, please call 999.

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.

Demographics

Gender

Age

Sexuality

Ethnicity

Current Behaviours and Attitudes

1. To what extent do you agree with the following statement:

Agree-disagree Likert scale.

- a. I feel safe in the night time economy.
- b. I think that sexual harassment in the night time economy is a problem.
- c. I think that sexual violence in the night time economy is a problem.
- d. I don't feel there is much I can do to prevent sexual harassment in the night time economy.
- e. I don't feel there is much I can do to prevent sexual violence in the night time economy.

2. If you witnessed sexual harassment or problematic behaviour (e.g. banter, e.g. "dare me to slap her bum?") within the night time economy, what would you do?

Nothing

Say something to perpetrator

Distract the perpetrator

Speak to the person being harassed

Ask someone for advice

Get help

Visit a website

Something else, please specify ...

Unprompted Awareness of Campaign

3. Since June 2021, have you seen any advertisements regarding sexual harassment and violence in the night time economy?

Yes

No [jump to next section]

4. Where did you see this?

Facebook

Instagram

On the side of a bus

On a billboard

On a parking meter

5. To the best of your knowledge, which organisations were behind what you saw?

Open text box...

Show Campaign Advertisements

6. Have you seen any of these campaign advertisements before?

Yes

No [if no, skip to feedback on campaign section]

7. Where did you see it?

Online

Swansea

Cardiff

8. When did you last see it?

Less than a week ago

1 week ago

2 weeks ago

3 weeks ago

4 weeks ago

9. How many times have you seen it?

Once

Twice

Three times

Four time or more

Takeaways from Campaign

(only for those who answer yes to have you seen this campaign before)

10. Did you look for additional information after seeing the advertisements? For example, you may have looked online for more information.

Yes

No

11. Did you visit the campaign website after seeing the advertisements?

Yes

No

12. What information on the website did you find most informative?

Bystander toolkit

Signposting to relevant services

Signposting to pre-existing bystander training programmes

13. The campaign:

Tick all that apply

- a. Helped me recognise sexual harassment in the night time economy.
- b. Helped me recognise sexual violence in the night time economy.
- c. Provided me with the information and resources I need to take action.
- d. Increased my confidence to take action when I witness sexual harassment in the night time economy.
- e. Increased my confidence to take action when I witness sexual violence in the night time economy.
- f. Helped me to actually take action when I witnessed sexual harassment/violence in the night time economy.
- g. Had no effect on me.
- h. Something else, please tell us more.

14. 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?

Yes

No- why not? Open text box.

Feedback on Campaign

(will be applicable to all)

show the campaign again for this section

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

Likert scale: Agree to disagree

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

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

Put on a likert scale- 5 good to 1 bad

Colours

Fonts

Layout

Open text box to find out more. "please tell us more"

17. Do you think the campaign helps people know how to intervene safely when they witness sexual harassment and violence or problematic behaviour (e.g sexist banter, e.g. “dare me to slap her bum?”)?

Yes

No

Additions

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

Open text box...

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

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