

Abstract: Evaluating the Preliminary Efficacy of a Campus-wide Sexual Violence Prevention Social Media Marketing (SMM) Campaign at the University of Georgia

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Sexual violence is a serious problem across college campuses in the US. In 2015 alone, roughly 16% of college women experienced sexual violence since entering college. Current sexual violence prevention programs use the bystander model, a nationally recognized strategy targeting underlying social norms that encourages students to act as prosocial bystanders and intervene in sexual violence.

Building on previous research showing that a sexual violence prevention social marketing campaign can increase prosocial bystander behavior, as well as our own formative research with the target population, we developed an innovative sexual violence prevention social media marketing (SMM) campaign in partnership with the University of Georgia (UGA) University Health Center (UHC)'s Department of Health Promotion. This campaign aims to encourage prosocial bystander behavior through social media, the campaign webpage, events, and campaign posters. We propose to test the preliminary efficacy of this campaign using a mixed-method study design.

Aims for this study include: (1) Assess usability, exposure, and reach of the SMM campaign, and (2) Assess preliminary efficacy of the SMM campaign to reduce alcohol use and increase intentions to act as a prosocial bystander and bystander behaviors.

The long-term goal of this research is to develop an evidence-based, large-scale SMM campaign to increase prosocial bystander intervention in sexual violence in college students. Our outcomes include demonstrating the acceptability, feasibility, and preliminary efficacy of this innovative SMM campaign and developing a sustainable campaign for UGA's UHC to address sexual violence prevention on campus.