

RAISE THE BAR

Outreach and Bystander Intervention Skills Training University of North Carolina at Chapel Hill Student Wellness

Raise the Bar is twofold, involving both outreach/education to local bars on drug facilitated sexual assault (DFSA) and also a bystander intervention training specifically for bar staff giving them the tools to recognize and intervene when they see warning signs of drug facilitated sexual assault.

Raise the Bar is adapted from Our VOICE's "Bar Outreach Project" curricula. For more information or to purchase a copy of the curriculum, see their [website](#).

PROJECT COORDINATORS

Kelli Raker, MA
Rape Prevention Education Coordinator
UNC Chapel Hill Student Wellness

Arianna Timko, MS, CRC
Graduate Assistant for Interpersonal Violence Prevention
UNC Chapel Hill Student Wellness



GOALS

The goals of Raise the Bar outreach and training are to:

- Promote an environment of safety in local bars and establishments selling alcohol
- Inform bar staff and patrons about DFSA, date rape drugs, and local statistics
- Create dialogue around alcohol impairment and sexual assault
- Create safe plans in the event someone is drugged or overly intoxicated and therefore more susceptible to sexual assault
- Promote bystander intervention from bar staff

CURRICULA

Arianna Timko and Kelli Raker worked to adapt Our VOICE's "Bar Outreach Project" Curricula for the UNC-CH and Chapel Hill community in the spring of 2013. [Orange Country Rape Crisis Center](#) (OCRCC) staff were consulted throughout this process.

VOLUNTEER RECRUITMENT AND TRAINING

Raise the Bar outreach and training volunteers were recruited through UNC Chapel Hill Student Wellness and the Orange County Rape Crisis Center.

The outreach volunteer team for April 2013 consisted of UNC Chapel Hill undergraduate interpersonal violence prevention peer educators from [HAVEN](#) and [One ACT](#) and paraprofessional UNC Chapel Hill Student Wellness paraprofessional staff with programming and outreach experience in drug and alcohol use, healthy sexual behavior, and interpersonal violence prevention. All outreach volunteers participated in a 1.5 hour long Raise the Bar outreach training session with Arianna Timko. Volunteer

training facilitators participated in a 2 hour training session with Arianna Timko and hosted a practice training for Wellness, OCRCC, and Chapel Hill/Carrboro YMCA staff where feedback was collected.

MARKETING

A One ACT social media undergraduate intern, named the project and designed the Raise the Bar logo (above).

The Development and Marketing Director at OCRCC adapted fliers from Our VOICE's Bar Outreach Project for distribution in local bar establishments as a component of Raise the Bar outreach. An electronic version of the flier may be viewed [here](#).

Kelli Raker developed a webpage on the Campus Health website which is accessible at <https://campushealth.unc.edu/raisethebar>.

Arianna Timko made an announcement at the Chapel Hill BARS training (hosted by Alcohol Law Enforcement) several days in advance of outreach in April 2013. Staff of the Downtown Chapel Hill Partnership were asked to share an announcement via email with downtown establishments.

The OCRCC Prevention Task Force was consulted in April 2013 to develop messaging for the Raise the Bar campaign and begin plans for follow up from the Task Force to bars who had participated in the Raise the Bar training.

INITIAL OUTREACH

Raise the Bar Outreach consists of an introduction of the Raise the Bar project, engaging bar staff in a short discussion of what their current efforts are to prevent drug facilitated sexual assault, providing bar staff with written information about drug facilitated sexual assault, posting Raise the Bar fliers in bar bathrooms, and gathering logistical information for use in planning the first Raise the Bar bystander intervention skills training.

Establishments on East and West Franklin Street in downtown Chapel Hill were targeted for outreach. Due to limited volunteer time, establishments on Rosemary Street were not visited.

Nine establishments were visited as a part of Raise the Bar Outreach in April 2013. Some establishments' staff were not accessible for outreach because of noise, business with patrons, or hours of operation. A second outreach evening was scheduled for May 2013 in attempt to make contact with these establishments, and an additional 3 establishments were reached.

PILOT TRAINING

Raise the Bar's initial bystander intervention training was held May 28th, 2013 from 1:30-3:00pm in Graham Memorial Hall on East Franklin Street. Email invitations were sent out via The Downtown Chapel Hill Partnership and to emails Raise the Bar volunteers collected during Outreach.

Local bar staff (n=2) from one establishment were present and participated in the pilot training. One University staff, two OCRCC staff, and a DTH staff writer were also present.

Participants were provided a sheet of University and community resources for sexual assault prevention and response, a fact sheet on DFSA, and information on how to host a Raise the Bar training for all staff members at their establishment.

PROGRAM EVALUATION

Anonymous evaluations were collected from bar staff training participants. The numbers underlined below indicate their responses.

		Strongly Disagree							Strongly Agree		
1.	The training increased my understanding of drug-facilitated sexual assault.	1	2	3	4	5	6	7	<u>8</u>	<u>9</u>	10
									(50%)	(50%)	
2.	Overall, the training will help me become more effective in preventing violence before it occurs.	1	2	3	4	5	6	7	<u>8</u>	<u>9</u>	10
									(50%)	(50%)	
3.	Overall, the training will help me become more effective in keeping my bar and my patrons safe.	1	2	3	4	5	6	<u>7</u>	8	<u>9</u>	10
									(50%)	(50%)	
4.	I am <i>more confident</i> in my skills to intervene and prevent drug facilitated sexual assault than I was prior to the training.	1	2	3	4	5	<u>6</u>	7	<u>8</u>	9	10
									(50%)	(50%)	
5.	I would recommend Raise the Bar training to my colleagues.	1	2	3	4	5	6	7	8	<u>9</u>	<u>10</u>
									(50%)	(50%)	
<p>The Raise the Bar training was designed to build skills in preventing drug-facilitated sexual assault. To what extent did the training <i>improve your ability to:</i></p>											
		Not at All							Very Much		
6.	Identify warning signs of drug-facilitated sexual assault	1	2	3	4	5	6	7	<u>8</u>	9	10
									(100%)		
7.	Discuss alcohol impairment and sexual assault	1	2	3	4	5	6	7	<u>8</u>	9	10
									(100%)		
8.	Create a plan to intervene in the event someone is drugged	1	2	3	4	5	6	7	<u>8</u>	<u>9</u>	10
									(50%)	(50%)	
9.	Identify resources to help in the event someone is drugged or overly intoxicated and therefore more susceptible to sexual assault	1	2	3	4	5	6	7	<u>8</u>	<u>9</u>	10
									(50%)	(50%)	
10.	Identify resources to intervene with someone who may take advantage of another bar patron	1	2	3	4	5	6	7	<u>8</u>	9	10
									(100%)		

Was there a scenario or aspect of DFSA we did not cover today that you think should be included?

“The bartender that over serves the customer in hopes of getting numbers or try and get them to stay for them late night.”

If you have any comments or suggestions for Raise the Bar training, please feel free to write them below or on the back of this sheet.

“Great job!”

“The training was helpful but I do think that our staff is very well informed about how to handle situations involving DFSA. More awareness is always a good thing.”

The feedback provided through evaluations was incorporated into the training curriculum for future trainings.

LEARN MORE

Interested in learning more about Raise the Bar or attending a Raise the Bar training? Contact rpe@unc.edu or check out <https://campushealth.unc.edu/raisethebar>.