



**Northern Illinois
University**

Bystander Intervention Initiative

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***Faculty Senate Meeting
September 5, 2012***

Overview

- **Background of the Northern PACT**
- **Bystander 101**
- **Bystander Intervention at NIU**
 - PART ONE: Social Marketing Campaign
 - **Speak Up. Get Help. Just Act.**
 - PART TWO: Training Workshops



Northern Pact 2012-2013

- ***A Disciplined Community:***
 - students accept their obligations to self and others and expectations guide behavior for the common good.
- **Connection to Bystander Intervention:**
 - A supportive bystander takes action to protect the rights of others.



Bystander Intervention 101

- **Goal: To influence behavior of the NIU population & change the bystander effect, so students (or others) will intervene.**
- **Bystander = Witness:**
 - may or may not know what to do, may think others will act, or may be afraid to do something.
- **Bystander Effect:**
 - the more people who witness an event, the less likely anyone will intervene.
- **Anyone/everyone can intervene related to bias incidents, suicide, alcohol misuse, and other community problems.**



NIU Bystander Intervention Education

PART ONE

Social marketing campaign

- **Speak Up. Get Help. Just Act.**
 - Educational initiative designed to promote positive norms, behaviors, basic patterns of social interaction, values, and customs.



Bystander Poster – Speak Up

In a **disciplined** community, students accept their obligations...

SEE OR HEAR

something that might be a problem?

say something



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Division of Student Affairs & Enrollment Management



Social Marketing Campaign

- **Pact Poster:** Disciplined community
- **Move-in:** Speak Up
- **Homecoming:** Get Help
- **Spring Break:** JUST ACT
- **End of Year:** Speak Up, Get Help, JUST ACT



NIU Bystander Intervention Education

PART TWO

Training workshops—education, motivation, & skill-building to:

- increase awareness and understanding of the problem.
- increase feelings of responsibility to solve the problem.
- teach the determinants and skills of prosocial behaviors.
- increase commitment to act.
- empower people to act, individually and collectively.



Faculty/Academic Dept. Support

- Don't cancel that class; invite a guest speaker.
- Offer class projects, research, reflection assignments or extra credit to attend a workshop.
- Volunteer to be a staff facilitator; participate in training to encourage a culture of caring.
- Faculty Advisors: participate in training with your students.
- Serve as mentors and role models.
- Teach how to interrupt a possible situation.
- Assist with research and assessment.



Questions?



References

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