

# UPSTANDER WEEK

## 2020 TOOLKIT

*Be #WITHUS in our mission to empower bystanders to  
be **UPSTANDERS** that prevent harm and save lives.*



**WITH US**

Center for Bystander  
Intervention at Cal Poly



# THANK YOU

WITH US was established to educate and empower students to be Upstanders in their communities. Founded by the parents of Carson Starkey, who lost their son in 2008 from a preventable hazing incident while among friends, WITH US seeks to empower young people with the skills and confidence to intervene when it matters most.

Every year, students like Carson are harmed and lost to alcohol and drug misuse, hazing, sexual violence, hate and bias, and mental health crises. In many cases, student bystanders are present but lack the skills and confidence to offer help. Our mission is to help prepare students for these lifesaving moments.

Thank you for being part of this important movement.

# Upstander week

# UPSTANDER WEEK TOOLKIT

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For access to graphics, social media templates, discussion guides, and other downloadable content, please visit [withus.org/upstander](https://withus.org/upstander)

# ABOUT WITH US

## OUR WORK

**WITH US** is a national, multi-issue bystander intervention research center committed to addressing critical social issues impacting the health, safety and success of college students. Based at Cal Poly, WITH US is led by a team of experienced faculty researchers, prevention practitioners, and student affairs leaders.

WITH US works alongside the [National Network for Peer Accountability](#), a collaborative prevention coalition, to create safer campus communities through empirical research and evidence-based practice.

## OUR STORY

In 2008, Scott and Julia Starkey lost their son, Carson, to alcohol poisoning during a hazing incident during his freshman year. The Starkey family committed their lives to prevent further tragedies and established **[Aware Awake Alive](#)**, a national nonprofit dedicated alcohol poisoning prevention. It was their mission to equip youth and their communities with the tools and confidence to take care of each other and make better choices around alcohol.

To broaden the mission of Aware Awake Alive and build upon the successful peer-to-peer education and intervention model to address other preventable tragedies, the WITH US Center for Bystander Intervention was established in partnership with Cal Poly San Luis Obispo.



# ABOUT UPSTANDER WEEK

## REMEMBERING THOSE WE HAVE LOST

On December 2nd, 2008, Carson Starkey lost his life to a senseless and preventable tragedy. Upstander Week is a time to remember Carson and honor those who have been harmed or lost to preventable tragedies where bystanders could have done more. Upstander Week is a nationwide call to join our movement to empower bystanders to be Upstanders in helping create safer campus communities.

## CAMPAIGN GOALS

There are three primary goals for Upstander Week:

- Educate students about the signs of harm for each focus issue and what they can do to help.
- Educate students about the situational model of helping and common barriers to bystander intervention.
- Motivate students to embrace being a prosocial Upstander and pledge to stand up to help others.

# TAKE PART IN UPSTANDER WEEK

## HERE'S HOW:

- **SEND** this toolkit and campaign with students and supporters
- Share **CARSON'S STORY** with your friends and family
- Join the campaign conversation by following us on **FACEBOOK** and **INSTAGRAM**
- **VISIT** our Upstander Week Campaign website
- **SIGN UP** for our monthly newsletter
- Learn more about our **PARTNERS**, experts in a variety of critical student health issues
- Take the **UPSTANDER PLEDGE** and commit to being someone others can count on
- **DONATE** or share our #MonthofGiving fundraiser with your network to help raise funds for bystander intervention research and programs

# 2020 CALENDAR

SUGGESTED 2020 DATES: NOVEMBER 29 - DECEMBER 5



## What is an Upstander?

Introduction to Upstander Week and what it means to be an Upstander.



## Mental Health

How Upstanders can make a difference in preventing suicide with Prevention Partner Movember.



## Hazing

What does hazing look like and how can Upstanders prevent it with Prevention Partner Stop Hazing.



## Alcohol & Other Drug Misuse

On the anniversary of Carson's passing, we're calling on Upstanders to know the signs with our Prevention Partner the Gordie Center.



## Sexual Violence

Empowering Upstanders to step in to prevent gender-based violence and support survivors with Prevention Partner Hollaback!



## Bias & Exclusion

Learning how to respond to racism and hate in our communities with our Prevention Partners at ADL.



## Be an Everyday Upstander

Closing out Upstander Week with a pledge to embrace the intentional practice of being an Everyday Upstander.

# OUR PARTNERS

A special thanks the prevention partners we are highlighting during this year's Upstander Week! Our partners provide expertise, research, and evidence-based resources and programs on a variety of bystander intervention-related issues.

We rely on these respected organizations in our work and encourage you to check out all they have to offer.



*Want more information about our National Network? Interested in becoming one of our education or prevention partners? Click [HERE](#).*





# TEMPLATE MATERIALS

## UPSTANDER WEEK EMAIL SIGNATURES



## UPSTANDER WEEK ZOOM BACKGROUNDS



For direct access to graphics, social media templates, discussion guides, and other downloadable content, please visit [withus.org/upstander](https://withus.org/upstander)

# TEMPLATE MATERIALS

## UPSTANDER WEEK INSTAGRAM STORIES



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# TEMPLATE MATERIALS

## UPSTANDER WEEK FACEBOOK PROFILE FRAMES



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# TEMPLATE MATERIALS

## UPSTANDER WEEK SOCIAL MEDIA GRAPHICS

November 29 - December 5

### Upstander week

11/29 What is an Upstander?  
11/30 Mental Health  
12/1 Hazing  
12/2 Alcohol and Other Drug Misuse  
12/3 Sexual Violence  
12/4 Bias and Exclusion  
12/5 Be an Everyday Upstander

Swipe for more about this week


 WITH US

### WHAT IS AN UPSTANDER?

An Upstander is the opposite of a passive bystander.

An Upstander stands up to help, while bystanders stand by and do nothing.

An Upstander has the knowledge, skills, and confidence to prevent harm, offer support, and hold perpetrators accountable.



### ABOUT UPSTANDER WEEK

Student bystanders can be the difference in preventing serious harm and death among their peer groups.

But too often, even the most well intentioned individuals are ill prepared to intervene and offer help in the moments that matter most.

UPSTANDER WEEK IS ABOUT PREPARING FOR THESE MOMENTS.




### KNOW WHAT TO DO / KNOW YOUR RESOURCES.

For each focus issue, we will highlight our partners in prevention and their expert recommendations on what to do to intervene effectively.

Our partners provide expertise, research, and evidence-based resources and programs on a variety of bystander intervention-related issues.

We rely on these respected organizations in our work and encourage you to check out all they have to offer at [withus.org/partners](https://withus.org/partners)




### KNOW THE BARRIERS.

We will also highlight common barriers to bystander intervention associated with each focus issue. Being aware of these barriers increases our likelihood of overcoming them.

These barriers fall into 5 categories:

- Failure to Notice
- Failure to Diagnose
- Failure to Assume Responsibility
- Failure to Act Due to Skills Deficit
- Failure to Act Due to Audience Inhibition




### KNOW THE ISSUES / KNOW THE SIGNS.

Each day of Upstander Week we will cover critical issues (and the signs to look for) that Upstanders can help prevent or mitigate.


These issues include:

- Mental Health Concerns
- Hazing
- Alcohol & Other Drug Misuse
- Sexual Violence
- Bias & Exclusion




**63% of students reported that they "didn't say or do anything" when they observed hazing.**

(NCSBIS 2020)

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**36% of students expressed disapproval verbally (ex, told the offender that what they were doing was wrong) when they witnessed bias, exclusion, and discrimination.**

(NCSBIS 2020)

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**22% of students reported a "Lack of Skills" barrier as a reason they did not intervene after observing bias, exclusion, or discrimination.**

(NCSBIS 2020)

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# SAMPLE MATERIALS

## SOCIAL MEDIA CAPTIONS

## TAG US @WITHUSNETWORK

- "It's Upstander Week! This bystander intervention campaign will focus on 5 important issues where we need Upstanders. Follow along @withusnetwork"
- "This is what being an Upstander looks like! [*share what you want others to know about being an upstander*] Be #WITHUS for Upstander Week - follow @withusnetwork"
- "Today, I pledged to be an Upstander and you can too: [withus.org/upstanderpledge](https://withus.org/upstanderpledge)"
- "The bystander effect holds even the most well intentioned people back from helping. Follow @withusnetwork this week and learn how to overcome common barriers to being an Upstander"
- "Stand #WITHUS against \_\_\_\_\_! Raise awareness and educate others about \_\_\_\_\_ by following @withusnetwork for Upstander Week"
- "Learn how to be an Upstander and protect your others from harm. Follow @withusnetwork for Upstander Week"
- "Stand #WITHUS - Be an Upstander."
- "Upstanders look beyond the crisis moment to prevent harm and create change before the problem starts. Intervene early!"

Hashtags: #BeAnUpstander #BeTheLifeline #StandUp #UpstanderWeek

# WHAT IS AN UPSTANDER

## up·stand·er

a person who speaks or acts in support of an individual or cause, particularly someone who intervenes on behalf of a person under threat of harm

- Oxford Learning



Bystanders are 3rd party witnesses to problem situations. Bystanders are often present when others are at risk of harm, but instead of helping, they stand by and do nothing.

Our mission is to change that by providing bystanders with the knowledge, skills, and confidence to step up and help when it matters most - to prepare them to be Upstanders.

Upstanders foster the courage necessary to help others. They are cognizant of the social and environmental barriers that hold people back from helping and make intentional choices to overcome them. Upstanders speak up for what is right. They hold their peers accountable and they accept responsibility for the safety of those around them.

# HOW TO BE AN UPSTANDER

## FROM BYSTANDER TO UPSTANDER

When a bystander is confronted with a potentially harmful situation, their decision to intervene is influenced by a variety of social-psychological and situational factors.

This decision is complex and best described through Latané and Darley's **situational model of helping\***:



**NOTICE** a situation is occurring or developing



**INTERPRET** if the situation warrants intervention



**TAKE RESPONSIBILITY** for being the one to help



**DECIDE** what kind of intervention is warranted



**TAKE ACTION** to apply intervention

\*Latané, B., & Darley, J. M. (1970). The unresponsive bystander: why doesn't he help?. New York (N.Y.): Appleton-Century-Crofts.



# HOW TO BE AN UPSTANDER

## UPSTANDER FRAMEWORK

The **Upstander Framework** provides a model for WHEN Upstanders can and should act to prevent harm. A common misconception about bystander intervention is that some believe help is only warranted in the highest risk moment. Although these moments certainly require intervention, the Upstander Framework emphasizes that bystander intervention should happen much earlier, and even after harm has occurred.

The Framework is broken down into four phases of a problem situation:



Within each phase opportunities for intervention present themselves, we just need to know what to look for, and actually commit to looking. This model works particularly well for students that are part of consistent friend groups or organized clubs. Being familiar with the culture of a group allows for 'red flags' to be spotted and addressed much earlier than if you were to see a problem among strangers. The phases of the model still apply to other communities spaces like classrooms, gyms, dining halls, bars, etc. **The critical point is that Upstanders should make an effort to intervene at each phase.**

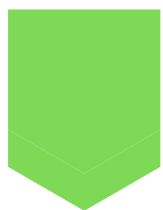


# HOW TO BE AN UPSTANDER

## PHASES OF INTERVENTION

With the progression of each phase, the risk for harm (and severity of harm) **increases** for the potential victim and those attempting to help. Barriers to intervention become also become more complicated. Within each phase, we are presented with opportunities for intervention.

Here's what you should look for:



### **Planning Phase** (Primary Prevention)

This phase is prevention in action. Intervention can include instituting plans to anticipate risks, upholding rules and policies, and speaking up early on to address risk factors contributing to potentially harmful environments.



### **Pre-Problem Phase** (Secondary Prevention)

Despite the anticipatory work in the planning phase, problems will persist. Upstanders must be actively on the lookout for early warning signs so potential problems can be stopped before they start.



### **Problem Phase** (Secondary Prevention)

The problem phase can merge with the pre-problem at times, but the potential for harm is much more imminent and obvious. Intervention is critical in these moments to mitigate severity and prevent serious harm



### **Post-Problem Phase** (Tertiary Prevention)

Whether you've been successful in prior phases, when people are harmed, victims/survivors need support, perpetrators need accountability, and systems addressed in the planning phase need to be reassessed. The post-problem phase is another opportunity to help that shouldn't be overlooked.

# COMMON BARRIERS

## AND TIPS TO OVERCOME THEM

**Ambiguity:** When we don't help because we're unable to recognize or diagnose a situation as potentially harmful or worthy of intervention.

- Overcome this barrier by being an actively engaged community member. Be on the lookout for identifiable warning signs that should prompt you to intervene.

**Pluralistic Ignorance:** When we don't help because others aren't helping (and we assume it's because they don't perceive anything to be wrong).

- Overcome this barrier by trusting your own instincts. Don't look to others for reassurance because they are likely looking to you. Be the one that leads and takes action.

**Diffusion of Responsibility:** When we don't help because we assume other bystanders present will eventually help, or that others are better equipped to handle the situation than you.

- Overcome this barrier by taking personal responsibility. Assume everyone else is not reliable and you are the best possible person to initiate the act of helping.

**Fear of Consequences:** When we don't help because we are afraid of potential legal or social consequences.

- Overcome this barrier by embracing the idea that being an Upstander requires selfless leadership. Leaders must make hard and sometimes unpopular choices. Also consider the consequences of NOT helping.

# WAYS TO INTERVENE

## 10 WAYS YOU CAN BE AN UPSTANDER

- 1. BE DIRECT:** Confront the situation, and individuals involved, directly with clear communication and action.
- 2. CREATE A DISTRACTION:** Indirectly disrupt the situation by creating a distraction to shift attention, mitigate harm, and avoid escalation.
- 3. DELEGATE/ENLIST HELP:** Delegate the task to offer help to a person in a better position (position of power) to offer help, or ask them to join you.
- 4. DELAY:** If you can't help in the moment due to concerns for your safety or otherwise, follow up with support and accountability immediately after.
- 5. DOCUMENT:** Document what is taking place with photos/recordings to report to authorities or emergency response if the situation calls for it.
- 6. SPEAK UP:** Use your voice to speak up for what is right, even when it's unpopular, and especially when others try to shame you into silence.
- 7. OFFER SUPPORT:** Offer support to victims and survivors, believe them, reassure them, and help connect them to resources.
- 8. STAND UP:** Stand up to your peers when they are causing harm or contributing to unsafe environments - educate and hold them accountable.
- 9. STAY PUT:** For those you feel may be at risk, stay and monitor the situation, if you feel something is wrong, you're probably right.
- 10. SEEK HELP:** Never hesitate to seek out professional help whenever necessary, it could be the difference between life and death.

# TAKE THE UPSTANDER PLEDGE

Inspired by **Carson's standard**, the Upstander Pledge is a commitment to be an active bystander: someone that will trust their instincts, overcome fear, and take action to help others.

- I will trust my instincts and have the courage to help others.
- I will overcome the fear that keeps me from taking action to intervene.
- I will speak out for others and hold my peers accountable
- I will stand up and embrace responsibility for the wellbeing of those around me.
- I will live with urgency and be a role model in upholding this commitment.

To take the Upstander Pledge and support our movement, scan the code below or visit [withus.org/upstanderpledge](https://withus.org/upstanderpledge).





# WITH US

## Be the lifeline

Join our Upstander Movement

[@withusnetwork](#)



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