

## BYSTANDER EDUCATION AND TRAINING



### JACKSON KATZ – 'MENTORS IN VIOLENCE PREVENTION'

Jackson Katz is an educator, author, and activist on issues of gender and violence, and Co-founder of the Mentors in Violence Prevention (MVP) program. MVP uses the bystander model to prevent sexual and domestic violence through education in high schools, universities, sports leagues, and the military.

Katz worked with EVA BC to develop tailored program materials for the Be More Than a Bystander program (see reverse), and provided training to the BC Lions as part of this initiative.

Jackson Katz's (2012) TED Talk, *Violence Against Women – It's a Men's Issue*, is a powerful video and call to male allies to be 'leaders of change.'

**Bystander education and training** has been found to be effective in shifting attitudes and social norms on the issue of violence against women (Banyard et al., 2007; Reed et al., 2015). Much of this work has focused on engaging men and boys in ending violence against women, and campus sexual assault prevention.

Bystander training provides individuals with the skills, awareness, confidence, and sense of responsibility to take action. A large – and growing – body of research suggests that bystander training increases intentions to intervene, and bystanders are more likely to do so in situations involving a friend than those involving a stranger (Katz et al., 2014; Katz & Moore, 2013).

Bystander intervention education is most effective in person, but bystander intervention campaigns and online training also show promise (Katz & Moore, 2013; Kleinsasser et al., 2015). Bystander safety is a critical component of this training, and teaching bystanders how to assess risk will help them to determine when it is safe to move from intention to help into action.

*“To be able to make a positive impression on young people is... a pretty powerful thing. This is an issue that affects us every bit as much as it affects other people. Just because we wear armour and crash into other guys doesn’t mean violence is an answer to solving issues off the field.”*

– Travis Lulay, BC Lions Quarterback and Be More Than A Bystander spokesperson

**‘Be More Than a Bystander’** is a groundbreaking initiative between EVA BC and the BC Lions aimed at substantially increasing awareness and understanding about the impact of men’s violence against women. The program breaks the silence on violence against women and girls by providing tools, language and practical ideas about how to be more than a bystander, how to speak up, and how to communicate that violence and abuse are not acceptable.

**The Bystander program’s development** was guided by EVA BC and an advisory group of women who are experts in the field. Trained BC Lions players use their status and public profile to educate youth and adults alike about violence against women and urge everyone to ‘Break the Silence on Violence Against Women.’

**NEW!** In 2016, the Bystander program will be extending the reach of its key messages to more areas of the province, especially in remote, rural, and Indigenous communities, and to communities identified as having high rates of vulnerable youth populations. Follow-up support will foster community leadership, and engage local governments and extend the Bystander program reach by using technology that provides interactive environments and access to remote communities. We will also be developing school kits and school video resources as part of a strategy to create sustainable change beyond the life of the project.

**The Be More Than a Bystander program** is supported by the Government of Canada, Government of British Columbia, Encana Corporation, BC Federation of Labour, City of Vancouver, and City of Surrey. The BC Ministry of Justice, through a Civil Forfeiture Grant, has funded us to reach out to Indigenous communities.



**The Bystander Program continues to deliver the following key components:**

- 1) School-based interactive assemblies
- 2) Train-the-trainer bystander workshops
- 3) Public Service Announcements

### **Bystander Initiatives within the CFL**

Canadian Football League (CFL) teams, including the Winnipeg Blue Bombers, Calgary Stampeders, Edmonton Eskimos, and Toronto Argonauts have developed bystander initiatives of their own. In 2015, the CFL partnered with the Ending Violence Association of Canada to develop a violence against women policy to prevent, respond to, and support those affected by, gender violence.

## **RESOURCES**

Be More Than a Bystander Program:

<http://endingviolence.org/prevention-programs/be-more-than-a-bystander/>

Ending Violence Association of Canada:

<http://endingviolencecanada.org/>