A Bystander Intervention Campaign at Appalachian State University
About the Campaign

Campaign rollout: Utilize existing event (Annual Walk for Awareness)

Ongoing campaign entering its second year (began Sep 2012)

Emphasis on personal responsibility without victim blaming

All creative, production & execution in-house
Audience

Primary:
• Students

Secondary:
• Parents
• Faculty
• Staff
Goals

• Focus on Student Safety & Bystander Intervention

• Four Primary Messages:
  • Ask & Listen
  • Have a Plan
  • Say Something
  • Be Aware
50% of our audience needs to understand our message to reach “tipping point” for widespread community adoption.

20% of our audience is new to Appalachian each year.
Poster Designs: placed throughout campus

- **Have a Plan**
  - It's up to me
  - You don't have to have all the answers.
  - Text APPCARES to 50555 or download the AppCares app for your smartphone
  - appcares.appstate.edu

- **Ask and Listen**
  - It's up to me
  - You don't have to have all the answers.
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Poster Designs: placed throughout campus
Concerned about the well-being or safety of someone in your campus community?
Observing behaviors that make you feel uncomfortable or unsafe?

IF YOU FEEL THERE IS OR COULD BE IMMEDIATE DANGER TO YOURSELF OR OTHERS
Emergency .............................................. 911
University Police .................................... 828-262-8000
Counseling Center ................................. 828-262-3180

IF YOU ARE CONCERNED, BUT DON’T SENSE IMMEDIATE DANGER
Counseling Center ................................. 828-262-3180
Dean of Students ......................... 828-262-8284
Disability Services .......................... 828-262-3056
Early Intervention Team .................. 828-262-7077
Student Health Center ...................... 828-262-3100
University Police (non-emergency) .... 828-262-2150
Anonymous crime reporting
police.appstate.edu/crime-tip-submission-form

EXTERNAL RESOURCES
Local Mental Health Crisis Line .......... 828-264-HELP (4357)
National Suicide Prevention Lifeline .... 800-273-TALK (6255)
National Sexual Assault Hotline ...... 800-656-HOPE (4673)
OASIS 24-hr Crisis Line .......... 828-262-5035
(domestic violence or sexual assault)

Prevention is key – if you are unsure about making a call, err on the side of caution.
You can report concerns and remain anonymous.
Resource Folder: Distributed to All Staff & Faculty

MAKING REFERRALS AT APPALACHIAN
Any appalachian student, staff, or faculty member who is aware of a behavior may make a referral. Behavior identified by the student will determine the appropriate referral process or procedure. Remember, working with students and staff is a collaborative effort.

CAMPUS RESOURCES
Emergency .......................... 911 (campus 8900)
University Police ....................... 828-262-2150
Counseling Center ..................... 828-262-2950
Dean of Students ...................... 828-262-0128
Disability Services ................... 828-262-1294
Early Intervention Team ............ 828-262-7077
Student Health Center ............... 828-262-2160

EXTERNAL RESOURCES
Local Mental Health Crisis Line .... 828-264-HDLP (4357)
National Suicide Prevention Lifeline... 800-273-TALK (8255)
National Sexual Assault Hotline .... 888-731-8457
OAE 24 Hour Crisis Line ............ 828-262-0065

Report a crime without giving your name at police.appalachian.edu/crime-tip-submission-form

BE AWARE

DISTRESSED BEHAVIOR:
- May include that someone is coping with a serious mental health condition. Mental health conditions are also the context of communication and behavior on the campus. For example, an otherwise extremely successful student may become withdraw, irritable, and pessimistically hopeless. These symptoms may include: increased alcohol use, suicidal ideation, lack of attendance, class, and other similar behaviors.

DISRUPTIVE BEHAVIOR:
- Interfere with other students, faculty or staff and their access to campus resources and services in a way that is disruptive to the educational environment, including the learning environment at Appalachian State University.

WHAT TO LOOK FOR:
- Decline in academic performance
- Agitated, agitated, or agitated, or agitated, or agitated
- Difficulty in adjusting to normalcy
- Abnormal behavior that cannot be explained
- Threats to others or to oneself
- High frequency of attendance
- Attempted suicide

WHAT WILL HAPPEN:
- Some effort will be made to help students adapt to challenges and be successful.
- Assessment may lead to referral, counseling or in some cases, enforcement intervention.
- NURSE applies to all students, so it is likely you will not be aware of any follow-up, or the list of outcomes of any assistance or intervention.

MANAGING CONFLICT SITUATIONS:
- It is not what you say, but how you say it.
- Make sure the task is:
  - Avoid jumping to conclusions
  - Focus on the students' concerns
  - Our internet
  - Respect for clarification: "I am hearing you correctly."
  - Ask questions for clarification: "I am hearing you correctly."
  - Ask questions to validate: "I am hearing you correctly."
  - Ask questions to clarify: "I am hearing you correctly."
  - Ask questions to summarize: "I am hearing you correctly."

GUIDE TO HELPING STUDENTS

THE FIRST CONTACT
- Faculty & Staff and Graduate Assistants
- Appiah
- Dismiss
- Emotional
- Disability

OTHER RESOURCES
Career Development Center ............. 828-262-2180
Financial Aid .......................... 828-262-2190
Student Development .................. 828-262-2200
Other Academic Affairs ................ 828-262-2210
Learning Assistance Program .......... 828-262-2220
Parent and Family Services .............. 828-262-2300
Registrar .................................. 828-262-2300
University Housing ..................... 828-262-2300
University Computing .................. 828-262-2300

IT'S UP TO ME

Convinced about the well-being or safety of someone in your campus community?
Observing behaviors that make you feel uncomfortable or unsafe?

DISTRESSED BEHAVIOR:
- May indicate that someone is coping with a serious mental health condition. Mental health conditions are also the context of communication and behavior on the campus. For example, an otherwise extremely successful student may become withdraw, irritable, and pessimistically hopeless. These symptoms may include: increased alcohol use, suicidal ideation, lack of attendance, class, and other similar behaviors.

DISTRESSFUL BEHAVIOR:
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You don't have to have all the answers. Resources are available to help.

If you feel there is or could be immediate danger to yourself or others:
- Emergency .......................... 911
- University Police ....................... 828-262-2150
- Counseling Center ..................... 828-262-2950

If you are concerned, but don't sense danger:
- Early intervention team .............. 1-817-3777
- Dean of Students ...................... 828-262-0128

NURSE applies to all students, so it is likely you will not be aware of any follow-up, or the list of outcomes of any assistance or intervention.
- Counseling does not impact or influence academic records. Sessions are confidential and free to students.

NEED A NEUTRAL SOUNDING BOARD?
The Counseling Center offers an independent peer advocate for students, faculty, and staff to discuss campus related concerns or problems.
- Prevention is better by providing solutions through a counseling center.
- Consultation offers a neutral perspective to help you or someone else.
- It is natural to seek help when you are unsure of your next step.
- You will feel more comfortable and secure when you know you have a person to talk to.

Prevention key is... you. You are the one who can prevent something bad from happening. You are the one who can make a difference. You are the one who can help others. You are the one who can change the world. You are the one who can make a difference. You are the one who can help others. You are the one who can change the world.
QR Code to Download Mobile Resources

appcares.appstate.edu
Guerrilla Marketing in Central Dining Hall: modeled on “A Day Without Art”

Are you wondering what happened to all of the artwork in Central Dining Hall and what link those QR codes send you to? The campus is getting ready for next week’s Walk for Awareness and Safety Week. If you scan one of those QR codes in Central or click this link, you’ll be taken to a list of emergency numbers. http://appcares.appstate.edu/mobile-resources

Remember, Walk for Awareness is Tuesday, September 4th at 9pm!
Website: University Homepage “Blackout” on day of Walk for Awareness
Website: University Homepage Presence during Safety Week
Microsite & Blog: appcares.appstate.edu

Appalachian State University

APPSTATE-ALERT

AppState-ALERT is the Appalachian State University 24/7 emergency messaging system, using a combination of text messaging, voice messaging, a siren warning system, email and web technologies. Learn more

Register now

HELP AND RESOURCES

- Academic Integrity & Student Conduct
- Campus police
- Counseling & Psychological Services
- Daymark Recovery Services
- Dean of Students
- Early Intervention Team

New Blog Post 9/11/13: We all contribute or take away from this environment every day by our actions and our words. Our actions and words matter, which is why, as our Chancellor so passionately expressed, we need to put these words in our hearts and understand “It Is Up To Me.” It is up to each of us to help move forward from acts of violence and insensitivity. Read more

Appalachian Cares is a place to find information and updates about matters of student health and safety. If you are concerned about the well-being of someone in your campus community, if you are observing behaviors that make you feel uncomfortable or unsafe, you don't need to have the answers. On this page, you can find resources and contacts to help. If you don't see what you need here, or if you have a ideas, questions or concerns regarding student life at Appalachian, you can submit them here.

Download the Appcares mobile app for quick access to emergency numbers and resources:
Mobile Resource Launch: Walk for Awareness and Convocation Events

Bookmark a list of safety resources on your smartphone!

Text APPCARES to 50555

It's up to me!
Launching "It's up to Me"
Promoting the Text Campaign: print & electronic channels

BOOKMARK A LIST OF SAFETY RESOURCES ON YOUR SMART PHONE!

Text APPCARES to 50555 or scan this QR CODE

IT'S UP TO ME
Slide Show During Large-Scale Events: (Walk for Awareness, Convocation, etc.); Electronic Displays in Student Union (Continuous Rotation)
Facebook Cover Image Changeover During Safety Week
For Emergencies Dial 911

Campus Police
(828) 262-8000
Campus Police Website
Crime Alerts Website

Counseling & Psychological Center Services
(828) 262-3180
Counseling and Psychological Services Website

Student Health Services:
(828) 262-3100
Health Services Website

OASIS of Boone
Opposing Abuse with Service, Information and Shelter
(828) 262-5035
Oasis Website

Daymark Recovery Services of Boone
Substance Abuse and Mental Health
1-828-264-HELP
Daymark Website

National Sexual Assault Hotline:
1-800-656-HOPE
National Sexual Assault Hotline Website

National Suicide Prevention Lifeline:
1-800-273-TALK
National Suicide Prevention Website
AppCares Mobile Application for SmartPhones

(iPhone and Android)
Facebook Promotion During Safety Week: #ItsUpToMe
T-Shirts Given Away at Safety Festival & Walk for Awareness

Chancellor with students in “Its Up to Me” t-shirts

Chief of Police with Housing & Student Development Staff in “Its Up to Me” t-shirts
Live Tweeting During Walk for Awareness: #ItsUpToMe
Dear Parents and Families:

Appalachian Cares is a place to find information and updates about matters of student health and safety. If you are concerned about the well-being of a student in the Appalachian campus community, or if you become aware that someone in this community is observing behaviors that make them feel uncomfortable or unsafe, they don’t need to have the answers and neither do you. You can find resources and contacts to help a student or any member of the Appalachian campus community. If you don’t see what you need here, or if you have any ideas, questions or concerns regarding student life at Appalachian, you can submit them here. Please feel free to direct your child or family member to this page for more information.

To leave our mailing list, please visit the mailing list info page.
Walk for Awareness Collateral
Tagged with “It’s Up to Me” logo

23rd annual
WALK
for
AWARENESS

SEPTEMBER 4, 2012 • 9PM • SANFORD MALL

A silent walk through campus to the Duck Pond field to commemorate lives lost to violence in our community, to support victims and survivors of violence and to affirm our commitment and responsibility to speak out against violence in all its forms.

Why Walk? A Survivor’s Story

In 1989, two young women at Appalachian were abducted and raped by the same man. One died. One survived. Join us for a video screening to learn more.

Video Screening — 8:00 p.m.
Blue Ridge Ballroom, Plemmons Student Union

Appalachian STATE UNIVERSITY
IT’S UP TO ME
Safety Festival held Sept. 11 at Appalachian
Posted August 29, 2013 at 2:16 pm - By ASU News
Filed under Events, General, Today

BOONE—If you have ever wondered how to safely store common chemicals at home, use a fire extinguisher or learn about the risks of binge drinking, that information and more will be available during the annual safety festival held Wednesday, Sept. 11, at Appalachian State University.

Information tents will be located on Sanford Mall from 10 a.m. to 2 p.m. This year’s theme is “It’s Up to Me,” reflecting a university-wide campaign to educate students, faculty and staff about the importance of taking personal responsibility for making campus and the community a safe environment, as well as the responsibility to speak out when they witness the unsafe behavior of others.

The event is organized by the university’s Safety Day Planning Committee. The public is invited to attend. In case of severe weather, the event will be canceled.

Representatives from campus, town and county agencies will provide information about fire, food, bike, Internet and personal safety, along with other topics. Just look for the tents set up on Sanford Mall.

Students can win prizes donated by area businesses and campus organizations by completing a safety bingo card that can be validated by visiting the information tents on the mall.

In addition, the annual Walk for Awareness will be held Sept. 9 at 9 p.m. beginning at Sanford Mall and ending at the Holmes Convocation Center. This year’s walk will be dedicated to the memory of Leigh Cooper Wallace, who died in December from complications related to pneumonia.

The Appalachian alumna became an inspiration to campus and the community following her kidnapping in 1969. A survivor of sexual assault, she helped bring her assailant, who had kidnapped and murdered former university employee Jeni Gray, to justice. Wallace frequently shared her story of survival during the Walk for Awareness.

Chancellor Kenneth E. Peacock, Vice Chancellor for Student Development Cindy Wallace, Student Government Association President Dylan Russell, Associate Dean of Students and Director of Student Conduct Judy Haas and senior Tommy Wrenn will speak at the event.

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ASU programs to address high-risk drinking behaviors

Appalachian State University student development professionals and others plan to address the peril of high-risk drinking with incoming students and parents this fall.

“We decided this spring that we must do something to change the culture of high-risk drinking behaviors that impact students’ learning outcomes,” said ASU Vice Chancellor for Student Development Cindy Wallace, speaking to ASU’s Board of Trustees June 28. “We have examined every aspect of everything we do.”

In March, Wallace convened more than 126 people who participated in an Alcohol Summit that looked at students’ access to alcohol, educational programming, alcohol-free activities and policy and enforcement.

Formation of the Alcohol Summit followed the accidental death of a student who stopped, he said, on a rock and fell unconscious in a stream after returning to campus from an evening out with friends.

In addition, campus police, residence hall staff and others have seen an increase in underage drinking and drinking that results in students being transported to the local medical center. In one case, a student had a blood alcohol level as high as .24.

Blood alcohol content higher than .21 can result in loss of consciousness or even death.

Dean of Students J.J. Brown said high-risk drinking and interpersonal violence go hand in hand, and are topics the university’s Interpersonal Violence Task Force also focused on during the past year.

“The two terms we use most with students and parents are prevention and education,” said Brown, who talks to parents about the impact alcohol can have on their student’s educational opportunities during parent/student orientation in May and June. The same information was shared with students attending orientation. “We want students and parents to be part of this conversation,” he said.

Brown and others also promote the university’s “It’s Up to Me” campaign, which promotes the notion “If You See Something, Say Something.” Students, faculty and staff are encouraged to report individuals whom they suspect are at-risk from drinking, harm to themselves or are in a potentially violent situation.

This fall, the university will offer specific training that addresses ways to report at-risk behavior and provide information about university and community resources available to mitigate the behavior.

“People want to report — they want to intervene. They are just unsure how to do so,” Brown said.
Shown During Walk for Awareness; Placed on Homepage; Located on Microsite