IT’S UP TO ME

A Bystander Intervention Campaign at Appalachian State University
About the Campaign

Ongoing campaign that began September 2012

Campaign rollout utilized existing event (Annual Walk for Awareness)

Emphasis on personal responsibility without victim blaming

All creative, production & execution in-house
Student Awareness Campaign

• Focus on Student Safety & Bystander Intervention

• Four Primary Messages:
  • Ask & Listen
  • Have a Plan
  • Say Something
  • Be Aware
Audience

- Students
- Parents/Families
- Faculty
- Staff
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.
Posters: placed in all residence halls & Student Union (2014)

YOU are not alone
Do you or does someone you know need help?
It's OK to ask for help.

Find resources and assistance:

- **University Police** 828-262-8000
- **Local Mental Health Crisis Line** (Daymark) 828-264-HELP (4357)
- **National Suicide Prevention Lifeline** 800-273-TALK (8255)
- **National Sexual Assault Hotline** 800-656-HOPE (4673)
- **OASIS 24-hr. Crisis Line** 828-262-5035 (domestic violence or sexual assault)

Text **APPCARES** to **50555** or Download the AppCares app for your smartphone. You can also scan this QR Code for **appcares.appstate.edu**
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 (8255)
- 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.
QR Code to Download Mobile Resources

Available since 2012, promoted via electronic monitors in Student Union, on AppCares website and via social media (1x per semester)
GUIDE TO HELPING STUDENTS

If a student presents with...

**Aggression**
- Call 911 or Campus Police
  - 262-8000
  - police.appstate.edu
  - Non-emergencies call 262-2150

**Illness**
- Call Student Health Services
  - 262-3100
  - healthservices.appstate.edu

**Emotional Behavior**
- Call Counseling Center
  - 262-3180
  - counseling.appstate.edu

**Disability & Accommodations**
- Call Disability Services
  - 262-3056
  - ods.appstate.edu

---

**Dean of Students Office**
- 262-8204

Disciplinary or academic dishonesty consultation and assistance, sexual harassment, LGBT related concerns, domestic violence, general student difficulties, concerned parents or family emergencies, situations that occur with Appalachian students off campus, verifying illness or other absence related concerns.

deansofstudents.appstate.edu

**Early Intervention Team (EIT)**
- 262-7077

Excessive absences, decline in academic performance, difficulty with university life. Meetings with students are non-disciplinary and designed to offer support.

eit.appstate.edu

**Ombuds Office**
- 262-2559

Independent private environment for students, faculty and staff to discuss campus related concerns or problems:
  - neutral
  - can help you acquire perspective
  - will help you think about and assess a range of alternatives

ombuds.appstate.edu

**Office of Equity, Diversity & Compliance**
- 262-2144

Title IX Coordinator, harassment and discrimination prevention and investigation, search and hiring procedures, affirmative action and equal opportunity compliance, recruitment and admission strategies.

edc.appstate.edu

---

Prevention is key – if you are unsure about making a call, err on the side of caution.

You don’t have to have all the answers. Resources are available to help.

Text APPCARES to 50555 or Download the AppCares app for your smartphone

appcares.appstate.edu
Guerrilla Marketing in Central Dining Hall: modeled on “A Day Without Art” (2012)
Website: University Homepage “Blackout” on day of Walk for Awareness (2012, 2013, 2014)
Website: University Homepage Presence during Safety Week (2012)
(In 2013 & 2014, Homepage “Blackout” stayed up all week)
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:
Microsite & Blog: appcares.appstate.edu
(redesigned to be mobile-responsive in 2014)
Mobile Resource Promotion: Walk for Awareness and Convocation Events

Bookmark a list of safety resources on your smartphone!

Text APPCARES to 50555

It's up to me.
Promoting the Text Campaign: print & electronic channels

Promoted since 2012 via electronic monitors in Student Union, on AppCares website and via social media

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 since 2012)
AppCares Mobile Site

Available since 2012, promoted via electronic monitors in Student Union, on AppCares website and via social media (1x per semester)

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
1-800-264-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)

Available since 2012, promoted via electronic monitors in Student Union, on AppCares website and via social media.
Facebook Cover Image Changeover During Safety Week (2012, 2013, 2014)
Walk for Awareness & Safety festival Facebook Promotion During Safety Week: #ItsUpToMe (2012, 2013, 2014)
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
T-Shirts Given Away at Safety Festival & Walk for Awareness (2013)

Chief of Police with Housing & Student Development Staff in “Its Up to Me” t-shirts

[Image of three people wearing t-shirts with text “It’s Up to Me”]

[Image of black t-shirt with text “It’s Up to Me” on the front and a QR code on the back]
USB Bracelets Given Away at Safety Festival & Walk for Awareness (2014)

- PDF Resources:
  - Impt phone #’s
  - Safety Week Training schedule
  - Suicide Prevention Training schedule

**SURVIVE AND THRIVE**

Suicide is PREVENTABLE: Become a Suicide Prevention Gatekeeper and learn how you can help if someone you know is in emotional distress.

**Gatekeeper Training**

- Monday September 29, 12pm - 2pm
  - Attend a FREE

- Tuesday October 28, 12:30pm - 2:30pm
  - Suicide Prevention

- Wednesday November 19, 9:30pm - 7:30pm
  - Gatekeeper Training

**Tuesday September 2nd**

- 10am - 11:30am: Interpersonal Violence Prevention Training in Beacon Heights
- 1pm - 2:30pm: High-Risk Drinking Prevention Training in Tater Hill
- 3pm - 5pm: Suicide Prevention Training in New River Room
- 6pm - 7:45pm: Interpersonal Violence Prevention Training, Location TBA

**Wednesday September 3rd**

- 9am - 11am: Suicide Prevention Training in Three Top Mountain
- 9:30am - 11am: Interpersonal Violence Prevention Training in Rough Ridge
- 1pm - 2:30pm: High-Risk Drinking Prevention Training in Tater Hill
- 7pm - 9pm: Interpersonal Violence Training, Location TBA

**Thursday September 4th**

- 10am - 11:30am: High-Risk Drinking Prevention Training in Tater Hill
- 1pm - 3:30pm: Suicide Prevention Training in Calloway Peak

**Reasons to Participate:**

- Learn SKILLS through role-plays and activities
- Extra credit slips offered to all attendants for participating classes
- All participants receive a Certificate of Participation
- Enjoy free cookies!

**Scan me for information about how to access a FREE online suicide prevention training.**

**More info about It's Up to Me at:** appcares.appstate.edu

**Emergency 911**
- Boone Police 828-268-6900
- Watauga Co. Sheriff 828-264-3761
- Campus Police Emergency 828-262-8000
- Campus Police Department 828-262-2150
- University Counseling Center 828-262-3180
- University Student Health Services 828-262-3100
- Mountaineer Safe Ride 828-262-RIDE(7433)
- Daymark 24-hour Mental Health Crisis Line 828-264-HELP(4357)
- Davis 24-hour Crisis Line 828-262-5035
- National Sexual Assault Hotline 1-800-656-HOPE(4673)
- National Suicide Prevention Hotline 1-800-273-TALK(8255)

**Appalachian Cares**
- appcares.appstate.edu
USB Bracelets Given Away at Safety Festival & Walk for Awareness (2014)

- **URL Resources:**
  - AppCares
  - Suicide Prevention Resources
  - Sexual Assault Prevention Resources
  - Alcohol & Drug Abuse Prevention Resources

Shown During Walk for Awareness; Placed on Homepage; Located on Microsite