GOT YOUR BACK! UMD
A bystander intervention initiative that encourages EVERYONE to notice situations around them EVERYDAY, and to take the steps to safely and effectively intervene. TOGETHER, we can create a safe place at UMD and positively shape the culture that we learn and work in.

WHAT YOU DO, AND WHAT YOU SAY, CAN MAKE A DIFFERENCE!

How GOT YOUR BACK! UMD came to be:

In the spring of 2013, UMD’s Office of Human Resources and Equal Opportunity sent out a call for grant proposals that would initiate programming on campus that support goal 2 of UMD’s Strategic Plan. Goal 2 serves to “Create a positive and inclusive campus climate for all by advancing equity, diversity and social justice”. Health Services staff responded to the call with a proposal to bring the StepUp! Bystander Intervention Program Train the Trainer Webinar to campus. The proposal was awarded the UMD Equity Education and Diversity Grant Funds, and on May 8, 2013, thirty three campus community members (students, staff and faculty) attended the training, representing 22 campus units, student organizations and academic departments. Each participant in the webinar committed to carrying forward the message of bystander intervention in the 2013-2014 academic year.

Vision and goals for GOT YOUR BACK! UMD:

The primary goal with the bystander intervention program is to encourage “noticing events” and to deliver the tools and strategies that support safe and effective intervention in those events. The overarching vision for the bystander intervention initiative at UMD is to actualize shared responsibility and individual action in challenging unjust and hurtful words, behaviors and attitudes; that action will in turn create a safe, positive and inclusive campus climate for all. The path to achieving the vision:

1. The bystander intervention TRAIN THE TRAINER WEBINAR will empower and equip a substantial number of UMD students, staff and faculty leaders across campus who participated in the webinar directly, to begin the momentum for intervention, and to cause a shift in positivity and inclusivity on campus. By incorporating the StepUp! Program on campus, UMD is making a statement that it recognizes the importance of each individual being sensitive to and taking action on issues of equity, diversity and social justice. Bystanders have an important role to play in the learning and working climate at UMD. Leaders on campus have a responsibility to shape a positive environment for students and employees; what we say and do can shape this environment.

2. The TRAINERS will commit to at least one bystander intervention presentation, beginning in the fall of 2013. If each trainer presents to an average of 20 people each semester, in one year, we will have the potential to reach 1320 campus community members, or roughly 12% of the campus population.

3. As students, staff and faculty across campus learn and practice intervention tools and strategies, the number of impacted individuals will grow as the concept spreads, as people intervene and serve as role models, and as bystander intervention becomes the SOCIAL NORM.
The social norm of taking responsibility for each other, and in the process, educating about unjust attitudes and actions, will advance equity, diversity and social justice by creating a welcoming and safe climate for all.

4. Many trainers will also be faculty members, and will be encouraged to incorporate bystander intervention topics into course CURRICULA, further defining the important role we all can play in social justice – one observation, one action, one word, at a time.

5. In creating an environment that is welcoming and safe for all, it is a likely outcome that UMD will see an increase in the RECRUITMENT, RETENTION AND SUPPORT of students, faculty and staff.

GOT YOUR BACK! UMD initiatives across campus during the fall of 2013:

The following activities are some of the examples of what is happening across campus to share the bystander intervention message and to deliver intervention strategies to students, staff and faculty:

1. Bulldog Welcome Week (freshmen orientation) workshop about bystander intervention.
2. Bystander intervention scenarios included in mandatory online modules about alcohol and sexual assault for first year students at UMD.
4. Sidewalk stenciling and posters to create awareness of the program.
5. Wristbands with branding are handed out during presentations with the “challenge” to each participant to pass along the wristband to someone they see intervening.
6. Inclusion of the bystander intervention scenarios in health education presentations specific to alcohol overdose and the prevention of sexual assault (approximately 50 presentations this semester alone.)
7. GOT YOUR BACK! UMD presentations in classrooms and as a campus-wide workshop.
8. Incorporation of social responsibility/bystander intervention scenarios and discussions in classroom lectures.
9. Presentations to fraternities about bystander intervention and the prevention of sexual assault.
10. An interdepartmental initiative, “UMD stands up to Hazing”, includes: YouTube video, wristbands, tabling, and pledging.
11. UMD Safety video on YouTube that includes bystander intervention in its message.
12. Presentations by peer educators to deliver the bystander intervention message, and to raise awareness of media influences on normalizing a culture of violence and drug/alcohol abuse.
13. Follow-up meeting with trainers to share successes, resources, ideas and to build forward momentum.