



— A PROGRAM CREATED —
WITH STUDENTS | **FOR STUDENTS**

THINK ABOUT IT

At a Glance

Designed to minimize risks associated with alcohol, drugs, and sexual violence, Think About It is a research-based, comprehensive training program that empowers students to make healthy choices.



**Online Training
Courses**



**In-depth
Reports**



**Offline Support
Materials**

Our program provides administrators with tools to respond to the needs of their student body.

THINK ABOUT IT OFFERS



A comprehensive harm-reduction approach
that addresses the relationship between sexual violence and substance abuse



Engaging content developed with students
through focus groups and usability testing



A research-based program
that promotes bystander intervention



Live social norming
to encourage a community of responsibility



Customizable campus policies,
procedures, and resources



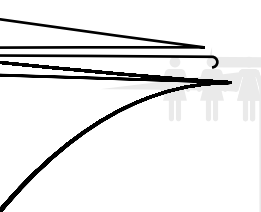
Compliance with the Campus SaVE Act,
including state-specific information



Extensive reports and follow up courses
to inform campus harm-reduction programs

A Comprehensive Harm-reduction Approach

National statistics on rape and sexual violence in the United States are deeply troubling:



College women are at very high risk for sexual assault: 1 in 4 women experience rape or attempted rape while in college.

Substance abuse is also endemic at many colleges and universities, with tragic consequences. The National Institute on Alcohol Abuse and Alcoholism reports that 1,825 college students between 18 and 24 die each year from alcohol-related injuries, a further 690,000 are assaulted by another student who has been drinking, and 150,000 develop alcohol-related health problems.

Based on this well documented connection, researchers and educators have called for harm-reduction programs to incorporate training on both substance abuse and sexual assault. Indeed, one of the primary conclusions of the Campus Sexual Assault Study completed in 2007 for the National Institute of Justice was “the need to incorporate alcohol and drug messages into sexual assault prevention and risk reduction programs”.

In its April 4th, 2011 Dear Colleague Letter on Title IX and sexual misconduct, the Department of Education reinforced this message by recommending schools provide “information on the link between alcohol and drug abuse and sexual harassment or violence and best

practices to address that link” when training Title IX coordinators and other employees involved in redressing campus sexual violence.

Unfortunately, most training programs do not focus on this relationship. A 2004 study conducted by the Harvard School of Public Health noted, “alcohol use is a central factor in most college rapes. Paradoxically, few rape preventive interventions focus on alcohol use.”

Think About It is different. It directly addresses this connection, broadening the narrative of harm-reduction programs by examining college hook-up culture and sexual violence within the context of partying, drugs, and alcohol.

Background

***Think About It* is a collaboration between CampusClarity, a service of LawRoom, and the University of San Francisco’s (USF) Division of Student Life.**

LawRoom

Provides online training to supervisors and other employees, helping them understand their legal rights and obligations. Its staff includes experienced lawyers, educators, artists, and instructional designers. LawRoom has trained over 3,000 companies, large and small, public and private, as well as non-profits and government entities.

University of San Francisco

Is a Jesuit institution of higher education committed to social justice and academic excellence. Located at the entrance of the Pacific Rim, USF is ranked among the top ten most ethnically diverse universities in the country, serving an undergraduate population of over 6,300 students and a graduate population of over 3,600 students.

This collaboration combines LawRoom’s expertise in legal compliance and online training with USF’s experience handling the unique social challenges students face in their transition to college life.

An array of academic and student affairs professionals at USF helped develop learning outcomes, course content, and assessment strategies. Members from the departments of Psychology, Student Conduct, Orientation, Health Promotion Services, Counseling and Psychological Services, Student Housing, Dean of Students, and the Gender and Sexuality Center provided grounded theory-to-practice expertise. During the development process, USF and CampusClarity hosted a conference with faculty and staff from 18 universities across the country. This extended collaboration helped prepare the course for a diverse group of campuses.

Though administrator and faculty input and feedback were invaluable for defining learning objectives and crafting course content,

ultimately *Think About It* speaks to students. If the scenarios and tone failed to resonate with students, the message and material — no matter how carefully presented or researched — would be lost.

To ensure that *Think About It* would resonate with students, focus groups and user panels tested the course at every milestone. Students helped refine the voice and tone of the course and make certain scenarios reflected real-world situations encountered by students. Usability testing confirmed that students could successfully navigate the interactions, understand the interface, and follow the stories and learning points.

THE RESULT

This collaboration has produced a program that not only meets the highest standards of faculty and administrators, but one with tone and content that reaches students where they are.

AN AWARD-WINNING PROGRAM



GOLD WINNER FOR 2013

Think About It won a Gold Stevie for Best Training Site. The Stevie, one of the nation’s premier business awards, recognized *Think About It*’s excellence in design and content.

Research Based

Think About It's learning objectives are firmly grounded in the most current theory and research about harm-reduction on college campuses and instructional design.

THINK ABOUT IT'S GOAL IS TO PROVIDE STUDENTS WITH THE NECESSARY CONFIDENCE AND SKILLS TO INTERVENE BEFORE SEXUAL ASSAULT OCCURS, to speak out against stereotypes and attitudes that perpetuate sexual violence, and to support survivors.

This approach helps create a community of responsibility, where men and women are equal partners in prevention.

BYSTANDER INTERVENTION:

Helping students speak out and step up

Think About It aims to empower students to intervene in high-risk situations involving sexual violence or substance abuse.

There are five stages to bystander intervention. Problems at any one of these stages can stop an intervention. A bystander must notice the problem, understand it demands action, feel responsibility to act, choose what form of assistance to provide, and respond.

Think About It Addresses Each Stage Of Bystander Intervention By

Alerting students to the prevalence of sexual violence and substance abuse on college campuses

Informing students about substance abuse and sexual violence to help them identify and avoid high-risk situations

Stressing a community of responsibility

Modeling effective intervention strategies to motivate students to intervene and show them how to successfully intervene

Providing students with an opportunity to practice these skills in realistic scenarios, helping them develop the confidence to intervene

SOCIAL NORMS APPROACH:

Fostering a community of responsibility

Even with the proper skills and knowledge, however, students may be reluctant to step in if they feel the broader campus culture does not support intervention. To address this issue, *Think About It* uses social norming to encourage an environment more supportive of intervention by shifting social norms and creating social pressure to act.

College students often hold exaggerated views of their peers' alcohol and drug use, sexual activity, and beliefs about gender stereotypes. These exaggerated views can be harmful, causing students to engage in more high-risk behaviors or not to intervene in high-risk situations.

For example, most men do not support beliefs and attitudes that excuse or condone sexual violence, but they are often afraid to speak up when confronted with harmful language or behavior because they mistakenly believe that other men will not support them. In their desire to conform, they stay silent. Their silence can serve to perpetuate and even reinforce these myths.

Live social norming lets students see more accurate reflections of their peers' behaviors, which should reduce the social pressure to drink, use drugs, or engage in risky sexual activity, while increasing the incentives to intervene and speak up.



"INSIGHTS" SOCIAL NORMING

Questions that display real-time response data from the university's student body

MULTIFACETED APPROACH

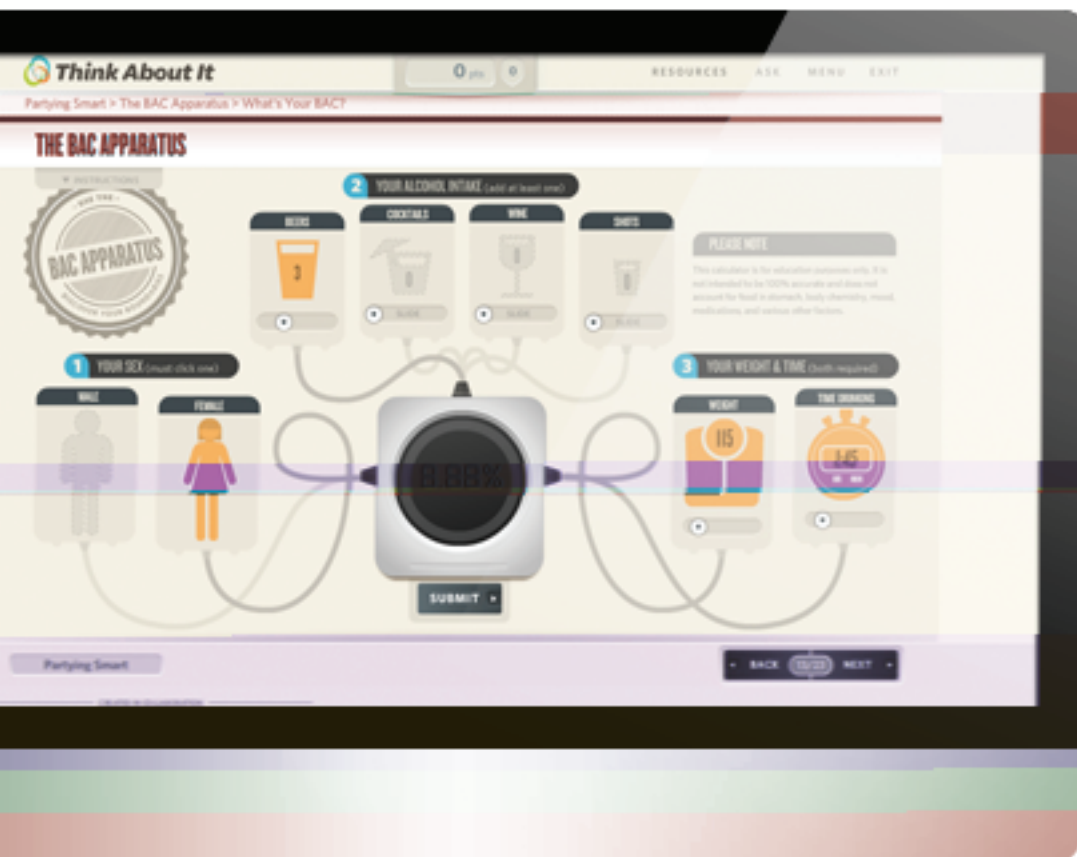
Think About It follows best practices in e-learning and performance improvement. It motivates and engages students with content tailored to a college-aged audience of digital natives. It offers:

- a non-judgmental approach
- real-world stories and scenarios
- game-like interactions
- rich media environment
- segmented lessons
- additional materials for on campus programming

Think About It does not simply tell students what to do but helps them find their own reasons for change.

Instructional Interactivity

The course features a variety of interactions that allow students to apply what they've learned, practice good decision-making when faced with common problems in the college setting, and explore content of particular interest. Scenario-based case studies provide learners with a wide range of situations in which they can decide how to respond. Conversation models help to address common myths regarding alcohol, drugs, and sex. Animated branching stories deliver life-like dilemmas that allow students to practice their skills in realistic environments.



THE BAC APPARATUS

An interactive tool that encourages students to explore the effects of alcohol on their body

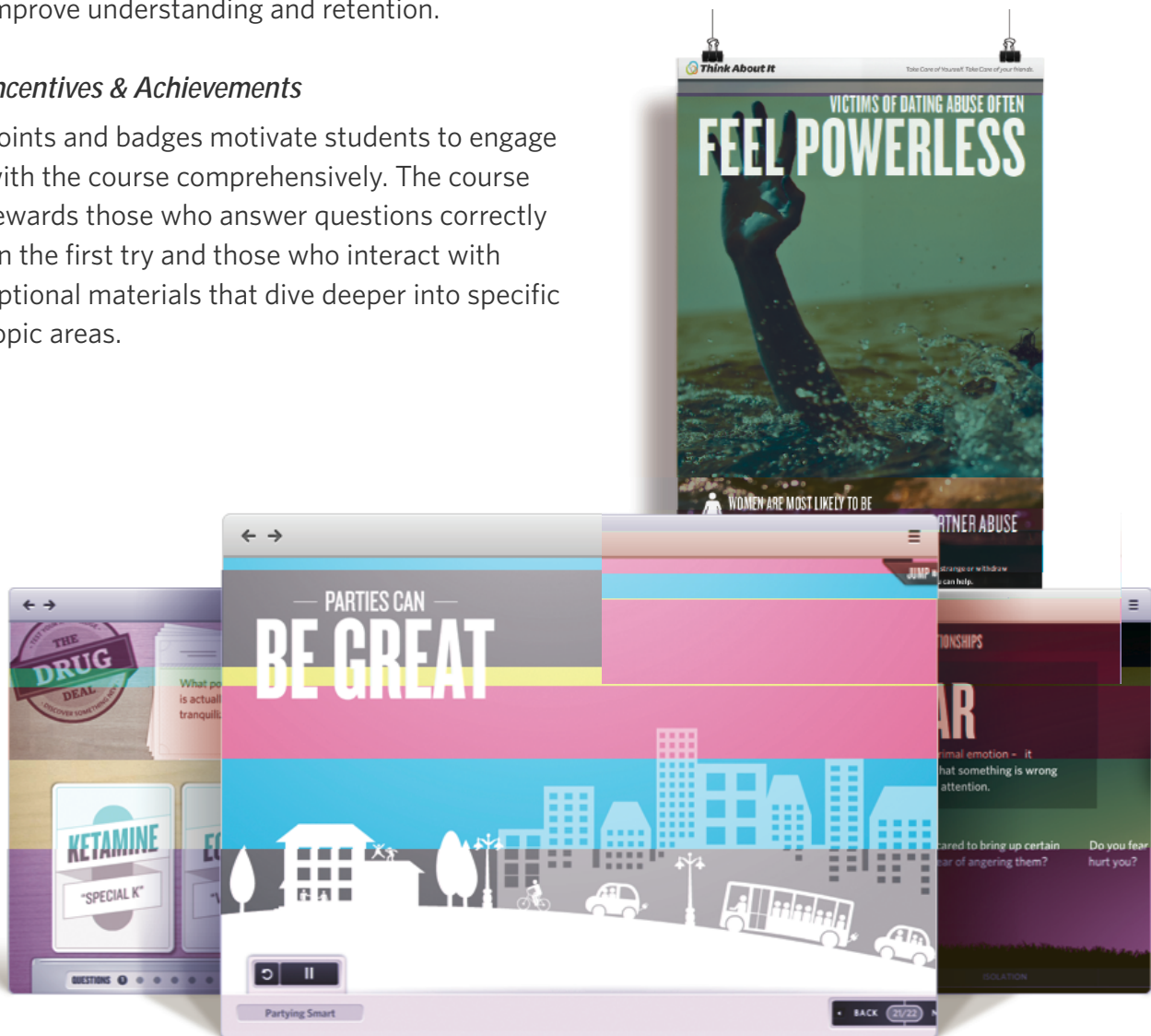
Rich Media

Think About It presents complex concepts through infographics, interactive visualizations, motion graphics, videos, and sound design and narration. Rather than a one size fits all approach, the media fits the message. This rich media environment makes difficult ideas more relatable and involves students in the material emotionally as well as intellectually, helping improve understanding and retention.

Incentives & Achievements

Points and badges motivate students to engage with the course comprehensively. The course rewards those who answer questions correctly on the first try and those who interact with optional materials that dive deeper into specific topic areas.

Think About It is primarily an e-learning platform. However, it is one part of more comprehensive programming. Supporting multi-media resources are available for faculty, administrators, and students for use on campus. These resources include posters and discussion guides that expand the topics explored in the course.



Conclusion

Our goal is to promote a safer campus environment for students by helping them make healthier, better informed decisions about relationships, sex, drugs, and alcohol.

A DEVELOPING BODY OF RESEARCH SUGGESTS that the years between 18 and 25 constitute a critical developmental stage, called “emerging adulthood.” In this stage, young men and women experience new levels of autonomy and

experiment with possible life directions. Some educators even claim that the emotional and social development college students undergo exceeds their intellectual development.

By helping students at the start of their college careers, Think About It won't just help make their college experiences safer and healthier. It can have a lasting impact on their lives.