breakthrough CAMPUS ORGANIZING GUIDE

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INTRODUCTION

Want a safer campus for all at a time when acts of hate are rising—on the basis of gender and other identities? Want to build your skills to become a change maker? Want to break out of the echo chamber and invite new allies into the movement to end Gender-based violence? Breakthrough and NO MORE have teamed up to develop this resource to help you take action in your campus community!

BREAKTHROUGH

Breakthrough is a global human rights organization working to make gender-based violence on campus unacceptable. We invest in students' capacity to create iconic, disruptive change in the cultures, language, attitudes, and everyday actions that perpetuate gender-based violence on campus and in college life. Viewing students as experts, we work with them to identify—and design challenges to—the norms and practices considered most harmful in a given campus culture.

NO MORE

NO MORE unites and strengthens a diverse, global community to help end domestic violence, sexual assault and abuse. Launched in 2013, NO MORE brings together the largest coalition of advocacy groups, service providers, governmental agencies, major corporations, universities, communities and individuals, all under a common brand and a unifying symbol in support of a world free of violence.

Encouraging everyone—women and men, youth and adults, from all walks of life—to be part of the solution, NO MORE works to spark national and international grassroots activism and provide a unified voice for change.

SEVEN FORMS OF GENDER-BASED VIOLENCE

Gender-based violence is an umbrella term for violence that has its root causes in gender inequity. Many people subscribe to rigid gender norms—or cultural messages—that there are prescribed ideas around how "real" men and women should be. Gender-based violence arises out of a need to enforce this restrictive idea of gender as binary and rigid. Perpetrators of gender-based violence often attempt to police or control the way someone expresses their gender.

Here's a breakdown of some of the forms of violence included under the umbrella of gender-based violence. Note: these definitions are not expansive or set in stone. Gender-based violence is not specific to any one gender orientation, race, socioeconomic level, or community.

Breakthrough's Action Hotline is here to offer guidance for all students looking to create change: **bit.ly/action-hotline**

1. INTIMATE PARTNER VIOLENCE

You may think of this as domestic or dating violence, but this includes relationships of all sorts that don't always fit the heteronormative stereotypes of men and women who live together.

Intimate partner violence is when one person in a relationship makes the choice to control the other person/ the relationship through an ongoing pattern of different types of abuse. This can be physical or psychological.

2. SEXUAL ASSAULT AND RAPE

Sexual assault refers to any sexual contact or behavior that happens without the consent of the victim. The FBI defines rape as "penetration, no matter how slight, of the vagina or anus with any body part or object, or oral penetration by a sex organ of another person, without the consent of the victim." Legal definitions vary by state. **See RAINN** for more.

A person is not able to give consent if they are incapacitated due to alcohol or drugs, unconscious or asleep, below the age of consent, or if they are forced or coerced in any way, whether due to abuse of power or other threats.

3. STALKING

Stalking is a series of behaviors directed at an individual that would "cause a reasonable person to feel fear." Stalking behaviors can include frequent unwanted electronic contact (phone calls, texts, etc), monitoring someone's movements, and persistent unwanted in-person contact. See **Stalking Resource Center** for more.

The stalking behaviors can be characterized as persistent and frequent unwanted in-person contact, surveillance, and unwanted telephone and other electronic contact.

4. SEXUAL HARASSMENT

Sexual harassment is defined as "unwelcome sexual advances, requests for sexual favors, and other verbal or physical conduct of a sexual nature." This creates a hostile environment which makes certain members of a community feel intimidated or threatened.

5. STREET HARASSMENT

Gender-based street harassment includes unwanted comments, gestures, and actions directed toward a stranger in a public place without their consent. It is usually motivated by the actual or perceived sex, gender, gender expression, or sexual orientation of the victim. Often, these comments and gestures are racially charged, and otherwise specific to other aspects of the victim's perceived identity (their physical ability, assumed immigration status, etc).

6. HUMILIATION, EXPLOITATION, AND RETALIATION

This refers specifically to taking or sharing intimate images without consent. This includes images that were taken non-consensually—either through hidden cameras, through hacking, or recording sexual assault—or those that were obtained with consent and a reasonable expectation of privacy, and then shared without consent. This often happen in the context of relationship abuse by a former intimate partner and is unhelpfully referred to as "revenge porn".

7. HATE-MOTIVATED ASSAULT

Violence motivated by someone's perceived gender, gender expression or sexuality; this may correspond with other forms of violence, but it does not have to be sexual in nature.

EXAMPLES OF HARMFUL PRACTICES OF GENDER-BASED VIOLENCE IN COLLEGE LIFE

Many rigid gender norms—cultural rules about how people should behave because of their perceived gender—can cause harm because they perpetuate a culture where gender-based violence is seen as a normal or even inevitable part of the college experience. Some of these practices have become so normalized in college and university life that they can seem impossible to change. But YOU can become an agent of change by unpacking the norms that drive these practices, and thinking outside the box to disrupt and challenge the ways these cultural norms cause harm to students in your community.

Here are 6 examples of gender norms in practice that we'll bet you've come across before. Are some of these prevalent at your university?

1. LADIES NIGHT!

A. WHAT: You've probably seen this in the form of "women drink for free" or "$2 cover for ladies."

B. DRIVEN BY NORMS INCLUDING: Alcohol as a culturally acceptable tool or weapon to get sex–the ultimate goal.

C. RESULTS IN HARMS INCLUDING: Greater incidence of sexual violence as a result of being unable to recognize a person's inability to give consent when incapacitated due to excess alcohol.

D. IDEAS FOR DISRUPTION: **Satirize** the ways in which drunk women are used as objects in advertising or create **media campaigns** to expose the consequences.

2. VICTIM BLAMING AMONGST PEERS

A. WHAT: Blaming survivors by suggesting that they are responsible for their victimization, instead of focusing on the person who chose to commit an act of violence and the system that failed to provide necessary support/hold perpetrators accountable.

B. DRIVEN BY NORMS INCLUDING: The myth that these are individual problems and victims are responsible for protecting themselves and preventing violence against them. The myth that men can't be raped, which comes from the gendered (and incorrect) assumption that men always want sex). The assumption that women don't want to have sex which supports the myth that women just need to convinced (a.k.a. coerced). The myth that only certain types of men can be perpetrators.

C. RESULTS IN HARMS INCLUDING: Victims feel blamed, remain silent and do not report. They do not receive the support they may need, which can compound their trauma. People who commit violence are not held accountable for their choices, leading to more violence.

D. IDEAS FOR DISRUPTION: A "No Blame" campaign collecting and sharing examples of victim blaming and offer **solutions and healthier frameworks**. Respond to victim blaming by **flooding social media** or apps like YikYak with positive messages that call out this behavior. Develop a NO MORE photo campaign with **students challenging victim blaming** and provide examples of ways to positively respond.

3. NON-CONSENSUAL PHOTO/VIDEO SHARING

A. WHAT: The act of sharing or threatening to share intimate photos and videos of a person without their consent.

B. DRIVEN BY NORMS INCLUDING: The idea that it is acceptable to shame LGBT folk, women, or anyone that doesn't conform to the dominant societal norms, for their sexuality and participation in sex culture.

C. RESULTS IN HARMS INCLUDING: Humiliation and trauma for the victim, who is scared to report or seek support for fear of being blamed and shamed.

D. IDEAS FOR DISRUPTION: Take inspiration from **UCLA's Bruin Consent Coalition that ran a punny multimedia campaign** using screenshots to call out this behavior!

4. RUSH BOOBS/ TROPHIES

A. WHAT: According to *Total Frat Move: "Since the dawn of the internet, fraternity members have been convincing girls to write "Rush (Insert Fraternity Here)" across their chests for promotional purposes."*

B. DRIVEN BY NORMS INCLUDING: Proving and regulating masculinity and dominance through sex and competition by objectifying women's bodies.

C. RESULTS IN HARMS INCLUDING: Normalizes the idea that women are trophies and objects and that masculinity is equated with sex and conquest. Some women feel pressured into sharing photos in order to maintain social standing.

D. IDEAS FOR DISRUPTION: Disrupt and replace this practice by writing "RUSH __" on random objects to showcase the absurdity of the tradition. **Flood social media** with this on the relevant hashtags.

5. RAPE CULTURE BANNERS

A. WHAT: Massive banners displayed across Fraternity houses meant to intimidate new students–particularly first year women– and their parents. These banners sometimes contain threatening and offensive messages that trivialize sexual assault.

B. DRIVEN BY NORMS INCLUDING: Equating masculinity with dominance, and asserting this dominance early without fear of any repercussions.

C. RESULTS IN HARMS INCLUDING: Creates a culture where there is no accountability for certain groups of students. Establishes a social hierarchy that often leads to survivors feeling silenced.

D. IDEAS FOR DISRUPTION: Take inspiration from Will & Bill who started **Banner Up**! At Indiana University in response to rape culture banners at their school.

6. HOMOPHOBIA AND TRANSPHOBIA

A. WHAT: Dehumanizing LGBT folk through discrimination, violence, and the use of homophobic and transphobic language to regulate and police other people's behaviors.

B. DRIVEN BY NORMS INCLUDING: Enforcing the gender binary and using slurs, violence, or threats of violence to demean anyone who doesn't conform to rigid norms.

C. RESULTS IN HARMS INCLUDING: The oppression of LGBT students, preventing students from enjoying their right to an education with dignity, equality, and respect.

D. IDEAS FOR DISRUPTION: Build empathy culture: **create systems of peer accountability** for homophobic and transphobic behavior. Center **the experiences of LGBT students** on your own campus and build strong alliances.

Breakthrough's Action Hotline is here to offer guidance for all students looking to create change: **bit.ly/action-hotline**

ORGANIZING TOOLS

You're an expert when it comes to your campus. Use these tools to help you develop your plan for action!

CAMPUS SNAPSHOT WORKSHEET

This worksheet is here to help you create a snapshot of your campus, its culture, your connections, and any other relevant information that can help you plan and implement your disruptive action.

GENDER ANALYSIS TOOL WORKSHEET

This worksheet is designed to help you analyze and identify the harmful gender-related norms and the concrete practices that drive them on your campus. This analysis will allow you to define what type(s) of disruptive action would be most effective.

ACTION PLANNING WORKSHEET

The worksheet follows Breakthrough's model of disruptive action to create culture change and end gender-based violence.

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RESOURCES FOR YOU TO TAKE ACTION!

Now that you've started exploring your campus culture and harmful practices that can lead to gender-based violence, Breakthrough has resources to help you go through planning to action!

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ACTION HOTLINE

Need help taking action? Check out Breakthrough's new resource for students looking to take action to disrupt and transform aspects of the culture on campus that support or enable gender-based violence – **the Action Hotline**. The Action Hotline is a free, one-on-one coaching service for students–whether they think they're activists or not. Our team of experts help students with planning campaigns, getting press coverage, using multimedia, organizing their peers, and so much more.

It's incredibly **easy to sign up for a session**, and there are no limit to the number of sessions a student can take. Whether they're preparing for Sexual Assault Awareness Month or bringing a gender lens to their other justice work, our Action Hotline is here for students on their journey from idea to action!

THE G WORD

Would you like to share your own story of sexual or gender-based violence? Or read the stories of others? Check out **THE G WORD**, Breakthrough's digital platform that harnesses the power of personal stories through user-generated content to illuminate the ways that limiting gender norms, and gender-based discrimination and violence show up in people's everyday lives. By collecting, curating, and presenting personal stories from people (across all sexual orientations and gender-identity) Breakthrough aims to illuminate—and ultimately transform—the culture of gender-based discrimination and violence.

ACTION LAB

Are you a student who specializes in journalism, media, and communications and want to take action to disrupt gender-based violence on your campus? Check out the 2017 **Breakthrough Action Lab**!

Taking place on July 20 & 21 at NYU Steinhardt's School of Media, Culture, and Communication, the Action Lab gives students the chance to sharpen their expertise in the media representation of gender. Students will come together with Breakthrough's trained staff and media experts to plan an iconic disruptive action that challenges gender norms using their own expertise in media and journalism.

Applications are open through March 31st, 2017. Learn more by visiting our **website**!

NO MORE'S ORGANIZING TOOLS

Whether you want to incorporate NO MORE into an existing campaign or launch your own NO MORE campaign at your school, or in your city or state, there are many ways you can integrate the **NO MORE symbol and tools** into your campus group, event, or movement. Use our **free online toolkit** to jump start your own activism and engage your community in a comfortable and accessible way. The toolkit contains everything you need, including the NO MORE logos, usage guidelines, celebrity public service announcement print ads, co-brandable posters and postcards, sample social media posts and email templates, an Awareness Event Toolkit and more.