

Breakthrough's ***Be That Guy*** Project

Design & Impact Report

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Breakthrough is a global human rights or- ganization.

Our mission is to prevent violence and discrimination against women and girls by transforming the norms and cultures that enable it.

We carry out this mission by building a critical mass of change agents worldwide — the Breakthrough Generation — whose bold collective action will deliver irreversible impact on the issue of our time.

Working out of centers in India and the U.S., we create innovative, relevant multimedia tools and programs — from short animations to long-term leadership training — that reach individuals and institutions where they are, inspiring and equipping them to build a world in which all people live with dignity, equality, and justice.

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The *Be That Guy* project—the first phase of which was implemented in November 2013—is Breakthrough’s first U.S.-focused initiative to specifically engage men as constituents of the Breakthrough Generation. The initiative calls on men to hold each other accountable for stopping violence and discrimination against women, even in their smallest everyday forms.

The project debuted with an animated PSA that—through an in-kind donation—made it onto the Jumbotron at the November 2013 NASCAR Miami Speedway Championship. The video features a man stopping a friend from slapping a female vendor—and being cheered for it.

Breakthrough also launched a media campaign—online video release, op-eds, social media—that reached thousands with the message that anyone can “be that guy.”

As a result of the PSA and our on-the-ground engagement, targeted individuals became more aware of, informed, and concerned about different forms of violence against women. The media profile on violence against women increased, generating crucial critical analysis and debate. With these modes of engagement, we began to foster a growing and active constituency that is moving our culture to one that makes violence and discrimination against women unacceptable. For details of our results, see page 7.

This report describes the strategy, implementation, impact, and learnings of *Be That Guy* Phase 1. We hope it will support our allies in innovating our collective work for human rights and reaching our shared vision of a world in which all people live with dignity, justice, and equality.

1. Concept

Be That Guy is a Breakthrough initiative designed to inspire men to hold each other accountable for stopping violence against women, even in its smallest “everyday” forms. We used an edgy, funny, 30-second animation to demonstrate and build social support for men who interrupt—rather than perpetrate—violence (in this case, sexual harassment/groping). A crucial element of the framing was to position interrupting violence not as super-heroic but as perfectly ordinary, accessible, “just what you do.” The animation was designed to overcome known barriers to taking a stand against violence, which include

- viewing certain forms of violence as “a private matter” or “none of my business”
- reluctance to draw attention to oneself
- fear of getting hurt
- discomfort with acting “like a hero”

No matter the size of the action, *Be That Guy* challenges and encourages men and women to be active bystanders when they witness harassment or violence, and to make violence and discrimination everyone’s problem to solve.

The origin of the animation—and the entire initiative—is itself a story of individual action and organizational impact. The project was sparked precisely because Vanessa Wojtala, manager of Jumbotron content at major sporting events at Grazie Media, came across Breakthrough, was inspired by our messages and approach. She then leveraged her own mass media access to offer this massive new platform to Breakthrough and our mission.

Wojtala and Grazie’s actions also delivered post-engagement institutional impact at Grazie. When she and her team presented their successes with *Be That Guy* to the Grazie Media board, its members were inspired as well. **After reading through Breakthrough’s mission, they discussed incorporating a commitment to human rights into Grazie’s official language.** [At the time of publication of this phase of this report, that decision was still pending.]

Goal

To engage men and boys in the NASCAR audience, allowing them to see their role in making violence against women unacceptable by taking action to hold their peers accountable.

Concept

That Guy—like many men—sees women as equals. But That Guy is not silent when men treat women otherwise. That guy stands for something better. That Guy is the man.

That Guy knows that even street harassment or nasty comments create and sustain a culture of inequality that enables everything from rudeness to violence. That Guy—even by saying, “Dude, knock it off”—is breaking the rules of this culture and helping create a new one in which all people are treated respectfully and able to be their best selves.

Strategic messaging

- Most men are not violent, but men perpetrate most violence against women. About this, most men are silent.
- Reducing violence against women requires culture change. It’s not only about effective law enforcement or response. It’s about changing the norms about what are acceptable speech, behavior, and societal systems.
- Everyday moments of inequality or relatively “mild” violence—violent language, street harassment—create the culture that helps

normalize and enable violence and discrimination.

- Men need to lead and partner in this culture change, even—and perhaps especially—by disrupting those everyday moments of sexism and discrimination that enable or lead to violence.
- When those interruptions, by individuals and/or institutions, add up to a critical mass, we reach a cultural tipping point and build a world in which violence against women is seen as unacceptable.
- We need individual change—change that adds up to a critical mass—and we need institutional change. We need leaders and powerbrokers to hold themselves accountable for—and work to dismantle—the structural inequality and discrimination preserved and driven by societal and cultural institutions such as law enforcement, the military, sports, entertainment, and more.
- It might seem unusual or out-there for a human rights organization or an organization working on violence against women to target NASCAR audiences. For Breakthrough, it is not unusual. This is exactly the kind of thing we do. We reach people where they are and

infuse the mainstream with new ideas, using culture to change culture.

2. Course

Project Origin

In August 2013, Breakthrough received an unsolicited e-mail from Vanessa Wojtala, Director of Programming Events at Grazie Media.¹ Grazie is the digital media programmer (including Jumbotron content) for many NASCAR races and other major sporting events. As a policy, Grazie offers a portion of discounted airtime to non-profit organizations. Wojtala asked if we'd like a pro-bono opportunity to showcase our work at the Miami Speedway Championship Weekend that November.

In this way, the origin of the animation—and the entire initiative—is itself a story of Breakthrough's inspiring catalyst action and delivering organizational and institutional impact. Wojtala was accustomed to working with foundations and nonprofit organizations and appreciated their partnership, but she felt something was missing. Messages seemed removed from the people they were targeting, she says; they were

often heavy-handed and out of place at fun events. Most of all, according to Wojtala, the messages she had been projecting didn't hook audiences and foster engagement.

In 2013, Wojtala came across Breakthrough's website and immediately saw an opportunity. "I was pleasantly surprised to see something new," she says of Breakthrough's approach and multimedia content. "It was great to see a serious topic made comical in a mature, happy, positive way. It was like a breath of fresh air." She shared some of Breakthrough's assets of with her colleagues, and they all loved what they saw. "It's not only engaging and fun, but every person can relate to it. The message definitely gets across," she told Breakthrough.

With that, Wojtala herself became a high-level Breakthrough catalyst with her decision to leverage her own access to deliver Breakthrough's message to wide, new, desirable audiences. And because of her action, Breakthrough undertook the development of the initial Be That Guy animation, and launched what was to become a key, far-reaching, initiative that continued into 2014 and will inform and inspire additional Breakthrough programming.

¹ graziemedia.com

Video production

Thrilled at the opportunity to get a piece of media in front of our audience at a very low cost (the cost of the event would otherwise have been inaccessible for Breakthrough), we jumped at the chance and began to brainstorm what kind of piece to develop for the race.

Focusing on the demographics of the audience (60 percent male, 40 percent female, actually mirroring the demographics of the United States) and their interests, Breakthrough staff worked with an independent animator to script and draw a 30-second piece urging those in the audience to intervene in moments when they are witness to harassment or violence.

Breakthrough specifically chose a man in our audience's age range, and an independent artist, to work with the Breakthrough creative team to develop the video. Over the course of three weeks, Breakthrough and animator Arthur Metcalf conceived and scripted the piece, which focuses on the man who intervenes in a violent situation and the cheering crowd, rather than on the one man who tries to harass. This decision was made to show that intervention is easy when others around you back you up, and that change can start with you—and your friends.

The animation, titled *Be That Guy*, shows an animated figure at a NASCAR race preventing his friend from slapping a beer vendor as she turns to walk away. The video shows the crowd and drivers reacting to this intention by supporting the man who stops his friend from committing violence. The piece urges the audience to “be that guy,” or to be an active bystander when violence against women is taking place. The tagline—“Hands are for beers and high fives”—was written by animator Arthur Metcalf in coordination with Breakthrough staff.

Monitoring & Evaluation

After the video finished production, we began work on creating “baseline” and “endline” questions for race attendees to answer before and after they saw the animation on the Jumbotron. We wanted to measure the audience's opinions about what violence against women is, and what they consider to be acceptable. We also wanted to see if the audience had intervened in a moment of sexual assault or harassment before, and if not, what had stopped them from doing so.

After working with our Monitoring & Evaluation expert on staff in the India office, we calculated that with an audience of 65,000 (capacity of the stadium),

we needed to collect 300 responses to our surveys: 150 to our baseline (Appendix 1), and 150 to our endline (Appendix 2), in order to get viable data.

We developed the following baseline questions:

1. ***Is it ok to slap or grope a woman without knowing if she's into it?***
2. ***Is violence against women a problem?***
3. ***Would you ever try to stop someone from hurting or insulting a woman—like telling a friend to knock it off?***
4. ***What—if anything—has prevented you from trying to stop a bad situation?***
 - a. ***It's not your business***
 - b. ***Embarrassment***
 - c. ***Getting ass-kicked***
 - d. ***Didn't know what to do***
 - e. ***This hasn't come up for me***

And the following endline questions:

1. ***Where did you see the “Be That Guy” video?***
2. ***Is it ok to slap or grope a woman without knowing if she's into it?***
3. ***Is violence against women a problem?***
4. ***Would you ever try to stop someone from hurting or insulting a woman—like telling a friend to knock it off?***
5. ***Have you ever “been that guy” and stopped a bad situation? Tell us about it! (with email option)***



Following this, Breakthrough instituted a multi-faceted approach to gathering data. We sent three Breakthrough staffers to Homestead, Florida to complete the baseline and endline surveys live at the race weekend. The goal was to ask 50 people to fill out the baseline survey before each race day, and to get into as many in-depth conversations as possible. Once somebody filled out the survey, they were given a *Be That Guy* bottle opener as thanks, plus a physical prompt to fill out the endline on a mobile-friendly site, www.Breakthrough.tv/BeThatGuy. A \$50 Visa

Gift Card was offered to each person who filled out the endline as well as the baseline.

Digital Strategy

Breakthrough staff worked for the launch with our existing U.S. based public relations partners, Camino PR. In coordination with Camino, staff developed an in-depth digital launch plan for the *Be That Guy* animation.

Breakthrough staff put into place the robust social-media strategy, complete with pre-written launch tweets, important event-oriented hashtags, and a list of influencers to target. Before the video launched, Breakthrough pushed the baseline survey out on our social media networks in an attempt to get the most data possible for the baseline. Once the video was launched and the race weekend started, Breakthrough's Facebook and Twitter accounts began sharing the video and talking about what was happening live on the ground. Photos of staff in Homestead were shared with live stories that were being heard, all in an attempt to get the online community involved in something physical and to drive video views.

In addition, once the video was launched, the endline was advertised both on the video (through an annotation) and through our social media networks, includ-

ing Twitter and Facebook. Again, we advertised the \$50 gift card prompt to fill out the endline survey to ensure that we collected the maximum number of responses. To ensure the physical and online survey responses did not get "mixed," we included a question as to where the viewer saw the video (Homestead Speedway, from a Breakthrough email, from Facebook, etc.).

Breakthrough used both Facebook Ads and Google Adwords as a final strategy of social media outreach. Five ads were placed on Facebook targeting fans of "NASCAR" and those who live in or near Miami, Florida. Getting thousands of clicks, these ads were successful, especially considering that these new users who liked Breakthrough's Facebook page and content were completely new to our organization and in no way part of our "choir." The same is true of Google Adwords, which directed Google search users to watch the video and take part in the endline survey for a chance to win the \$50 prize.

3. Results

Key Results

Be That Guy debuted in an animated PSA that ran 72 times at the NASCAR Miami Speedway Champion-

ship in November 2013, reaching enormous new—and receptive—audiences and generating coverage in The Guardian, The Good Men Project, and more. *Be That Guy* represents Breakthrough’s commitment—as in its global Ring the Bell campaign—to inspiring men and allies around the world to take action to make violence and discrimination against women unacceptable. As a result:

More people are aware of different forms of violence against women and more positive forms of masculinity.

- 42.2% of baseline survey respondents were male; 51.5% of endline survey respondents were male, demonstrating that our messaging increased men’s perception of their stake in the issue.
- 95% of baseline survey respondents agreed that it was not okay to grab a woman if she was not okay with it. In the endline, 100% of respondents agreed.

Targeted audiences are more informed and concerned about violence against women. Individuals have a greater capacity to act against violence against women.

- 44% of people said they were more likely to intervene in a violent situation after watching the video.

The media profile of violence against women broadened and increased, sparking critical debate.²

- The *Be That Guy* video had been viewed 21,780 times on YouTube
- On social media, *Be That Guy* video and associated articles were liked 19,276 times.
- The video and articles received 624 comments on YouTube, WordPress, Facebook, and various blogs
- The video and articles were shared 1,391 times on LinkedIn, Twitter, Facebook, Stumble Upon, and Google+
- *Be That Guy* was covered extensively in Al Jazeera America, which has a reach of 927,863³
- Carlos Andres Gomez worked with us to place an opinion piece in The Guardian,

which has an overall audience reach of 11,451,647. The piece sparked lively discussion in the comments section on men and bystander roles in ending violence against women.⁴

- Alan White worked with us on an opinion piece for The Good Men Project describing his experiences with being “that guy” and inviting other men to join him.
- A *Be That Guy* advertisement appeared in the official NASCAR program, purchased by approximately 800,000 fans during 10 races. The ad was an outlier in a space where more than 1 in 6 ads were about gun/weapon sales or services for weapon owners.

Media and sports influencers actively support change in culture.

- Vanessa Wojtala and Grazie Media support ending violence against women, and respecting human rights for all, and are committed to an active partnership with Breakthrough.

² All data is as of January 13, 2014

³“Using a cartoon and humor to fight violence against women”
<http://america.aljazeera.com/articles/2013/12/6/using-a-cartoon-andhumortofightviolenceagainstwomen.html>

⁴“Men: we can start a movement to stop violence against women”
<http://www.theguardian.com/commentisfree/2013/nov/21/be-that-guy-movement-end-violence-against-women>

- After viewing *Be That Guy* and audience response, NASCAR reached out to Breakthrough to fill ad space in an upcoming publication.

There is a growing and active constituency that is leading culture change to make violence against women unacceptable.

- In the baseline survey, 87.8% of people recognized violence against women as an issue in America. After watching the video, 95.6% of people agreed it was a problem.



Surveys

Baseline Survey

- **165** people completed the baseline survey
- **25.2%** (39 people): 45–54 years old
- **21%** (31): 25–34 years old
- **21.9%** (34): 18–24 years old
- **42.2%** (68) were male
- **95%** (152) said not okay to grab a woman if she is not okay with it
- **87.8%** (144) recognized violence against women as a problem in America
- **97.5%** (156) said they would intervene if they saw someone insulting, harassing, or hurting a woman
- If you saw an incident and didn't intervene, what prevented you from intervening?
 - **66%** said it had not come up for them
 - **12.5%** said it was not their business
 - **12.5%** didn't know what to do
 - **18.1%** were afraid of getting beaten up

Endline

- **45** people completed the endline survey
- **24.4%** (11): 18–24 years old
- **37.8%** (17 people): 25–34 years old
- **15.6%** (7): 55–64 years old
- **51.5%** (23) males
- **50%** (21) saw the video on Facebook
- **100%** said not okay to grab woman if she is not into it
- **95.6%** (43) people recognized it as a problem in their country
- **97.8%** (44) people said they would intervene in a situation of violence against a woman
- **44%** (20) said they were more likely to intervene after watching the video
- **53.3%** (24) said their opinion had not changed (this may indicate that they were already inclined to "be that guy")
- **33.3%** saw video on website
- One person saw video at Homestead and went online to complete survey
- **19** people provided examples of when they had "Been That Guy"

Surveys, continued



What-if anything-has prevented you from trying to stop a violent or harassing situation? (check ALL that apply)

- It's not your business
- Embarrassment
- Getting ass kicked
- Didn't know what to do
- This hasn't come up for me



Where did you see the *Be That Guy* video?

- Email
- Homestead-Miami Speedway
- Twitter
- Facebook
- Website



Grazie Media staff interviews race attendees at the Miami Homestead Speedway




Breakthrough staff and race attendees at the Miami Homestead Speedway

Facebook Ads

Ad Preview

Want a preview?
breakthrough.tv



#BeThatGuy campaign will premiere at the Speedway this week! Here is a preview!
6,439 people like this.

Campaign: BKTH 1 Target Miami
Lifetime Budget: \$125.00
Start Date: 11/15/2013
End Date: 11/17/2013

Metrics from three ads

Campaign 1:						
Results?	Cost Per?	Campaign Reach?	Frequency?	Clicks?	Click-Through Rate?	Total Spent?
154	\$0.81	40,634	7.5	229	0.075%	\$125.00
Website Clicks	Website Clicks					
Campaign 2:						
Results?	Cost Per?	Campaign Reach?	Frequency?	Clicks?	Click-Through Rate?	Total Spent?
200	\$0.63	126,408	4.8	206	0.034%	\$125.00
Website Clicks	Website Clicks					
Campaign 3:						
Results?	Cost Per?	Campaign Reach?	Frequency?	Clicks?	Click-Through Rate?	Total Spent?
137	\$0.91	15,961	15.9	210	0.083%	\$125.00
Website Clicks	Website Clicks					

Qualitative analysis

During the three-day race, Breakthrough staffers had hundreds of conversations with race-goers about gender, violence, and intervention. The qualitative data was immensely powerful, as both men and women of all ages spoke about times they have “been that guy” and intervened, as well as times when they did not due to risk of violence or fear that they’d be violating someone’s right to privacy. Many stories arose where men did intervene, for example, but later got pushed away by the woman being har-

assed since she stated it was “her business” and none of theirs. Another man told a story of being sent to jail after breaking up a fight between a couple. The police were called and he, the one intervening, was hauled away for starting a fight while the couple remained free. These stories align with the quantitative data in the surveys (18.1 percent of baseline respondents said they were afraid of getting beaten up), and highlight the real fears that people face when deciding whether or not to intervene in a situation of violence or harassment.

A particularly important conversation was had with Breakthrough staff and a group of 15 to 20 high school youth from South Miami Wrestling Club. They were donating their time to do parking for the event, and the minute we walked over to them, they all crowded around and were very interested in taking the survey. One boy cracked a joke and said, “Of course it’s okay to touch a woman without her being into it,” and his friends responded harshly saying, “You know that’s not true.” He responded, “I know, I was just joking. It’s not funny, though.” He marked “no” down on his survey in response to Question One. A number of discussions arose within the group (about 50 percent male and 50 percent female) while they took the surveys: What is acceptable, what is not, what it means to stand up for someone else,

what women's rights are. The *Be That Guy* messaging particularly struck this age group, and most of the kids wanted to buy the t-shirts that Breakthrough staff were wearing. We are still in contact with the captain of the team, to whom we agreed to send shirts in exchange for social media posts about Breakthrough and *Be That Guy*. This interaction really highlights the importance of taking Breakthrough's message into the field and having real conversations with real people. It is unlikely that the video, and its message, would have reached these kids without this direct interaction.

In addition to the stories collected by staffers, during the weekend event Grazie Media videographers posed three questions to the audience about their reaction to the animation. The answers offer valuable insight into the minds of our audience.

The three questions, written by Breakthrough, were:

- Have you ever "been that guy" and stopped a bad situation between a guy and a girl? Tell us about it!
- If you have ever seen a bad situation between a guy and a girl and didn't step in, why didn't you?
- Do you have a story about anyone you know who stepped in during a situation of harassment or violence? Or had someone step in on them?

The answers reveal much about our audience. In response to the question, "Have you ever 'been that guy' and stopped a bad situation between a guy and

a girl? Tell us about it!" we got two very interesting responses:

"Yes, I have. In California, saw some dude, he was kinda—not slapping his girl, but kinda grabbing her arm, yelling at her. I stepped in the middle of it and said, 'Knock it off, move on.' Only thing about it, you can't really do that—you gotta be careful. Because if something happens, even though she's getting beaten up or whatever at home, which is wrong, she can turn around and then be on his side—the one who abuses her. So you gotta be careful when you step in the middle."

"I have stopped a situation between a guy and a girl at work that could have escalated into something worse. They were very... the girl had done something, the guy was yelling at her on the job. And so I went up and he was gonna go after her, I had to stop him. I said, 'You need to calm down, take a few minutes, relax. Don't go do anything that would, you know—that you'd regret later.'"

In response to the question, "If you have ever seen a bad situation between a guy and a girl and didn't step in, why didn't you?" two responses were:

"If you get into a situation with a girl and a guy that... you know, it's a heated thing, you could get hurt. So you really have to choose your battles."

"I think anything—if you see a situation, you should always step in. You know, it shouldn't be something you have to do, it should be an instinct of just doing it."

These responses, all given by men, recorded on the POP video by Grazie Media, gave Breakthrough significant insight into the men we're looking to transform into change agents. Men do stand up and intervene, but are very serious about the real-world consequences that intervening may have for them. This notion was echoed numerous times throughout the weekend as Breakthrough staff talked to hundreds of race fans: Again and again, both men and women said that they'd intervene if they were sure it was safe to, and if they were sure that the person being harassed wanted someone to intervene.

According to Grazie Media's staff observations at the Miami Speedway, the crowd was "genuinely interested," enjoyed the animation, and responded positively to questions from Grazie employees. "No matter what age or gender, people loved the animation. It got a lot of conversations started," Wojtala told Breakthrough.



The Homestead launch of *Be That Guy* was complemented by an array of media coverage, including op-eds, blog posts, and traditional press coverage, providing a great opportunity to analyze how pilot messaging was received in different subsets of our target population. From over 400 comments, we were able to pull out five key takeaways:

Healthy masculinity is an engaging, relevant topic with room for progress. Given the range and intensity of feedback, it's clear that the issue of healthy mas-

culinity strikes a nerve. Four main groups emerged from the commenters: supportive men, supportive women, men unsure of how the schematic message translates into everyday actions, and men who consider violence against women a non-issue or irrelevant. Each of these groups has unique resources and stakes in the issue that are important to consider in future programming.

Further information and toolkits are necessary. A large number of commenters expressed uncertainty about how to handle critical situations or support healthy masculinity. Even more commenters were working out what exactly “being that guy” means and doesn’t mean (i.e., what is or is not an acceptable action). Information from an accessible, engaging source (digital and/or physical) is a critical follow-up for clarity and community. Information and toolkits could also provide inroads to Breakthrough’s future change agent community.

There is demand for a community of *Be That Guy* guys. It was clear that men were interested in talking about what masculinity means to them, and the comment boards served as inadvertent, rudimentary pilots for grassroots engagement, propelled by the change agents themselves. As a comment board, however, these conversations were inherently side-

lined. Future programming should develop a deliberate space for men to build community and conversation around exploring healthy masculinity in both digital and physical realms.

Our messaging has to remain accessible. It is clear that people become isolated from the message easily. Even though none of the media pieces were political, ideological, or preachy, any hint of this sparked polarizing and emotional debates. To keep the message accessible, language must be colloquial, viewpoints must be broken down, and there should be no negativity or blame.

The links between healthy masculinity, violence against women, human rights, and a better society for all must be explicitly clear. A handful of commenters were confused by the men/women divide, and angered by the assumed men-as-perpetrator, women-as-victim implication. *Be That Guy* offers an opportunity to shed light on harmful power structures in a familiar, non-isolating way.



Impact

In response to the success of the *Be That Guy* video at Homestead Miami Speedway, Grazie Media contacted Breakthrough in November 2013, inviting Breakthrough—and its video—back for the Daytona 500. The note read, “We were also invited to participate in the fanzone at the Daytona International Speedway for the DAYTONA 500. This event is the Superbowl of NASCAR races! We would like to extend the opportunity to donate some airtime to feature your “Be That Guy” PSA at this race as well. The fans loved it!!!”

The *Be That Guy* animation was shown at the Daytona 500 from February 21–23, 2014, for a total of 84 times. The spot had over 1.2 million impressions

(people who were exposed to the animation), and was met again with positive feedback from NASCAR fans. It was shown again at the Brickyard 400, and there is now an animation in the works for the Green Bay Packers home games.

When asked the same questions from Homestead, including, “Have you ever ‘been that guy’ and stopped a bad situation between a guy and a girl? Tell us about it!” many great answers were given. Included are:

“Yeah, absolutely. It was a couple, just, you know, kind of having a little conflict or whatever. They were newlyweds, or whatever. I just had to intervene and say, ‘Hey guys, at the end of the day, it’s really not worth it, you know? Just think about it, calm down, you’ll be good.’”

“Yes, I have a few times. Usually there’s alcohol involved, and I’ve had to tell—usually the guy—to chill out.”

When asked if there was a time when they didn’t step in, one person noted that he did not because the couple fighting was with friends, and he saw it as their friends’ responsibility, rather than a stranger’s.



Next steps

Grazie Media, excited by the Daytona 500 fans’ response to the animation, again offered Breakthrough more chances to show the animation at extremely popular sporting events across the United States, including the Indianapolis 500, Brickyard 400, and all Green Bay Packers (NFL) home games.

Breakthrough is currently developing a series of *Be That Guy* animations to be shown at the above sporting events, and to be included in *Be That Guy* toolkits for further dissemination online, on the ground, and through partnerships, all with the goal of equipping social change actors—especially men—to understand that challenging violence and discrimination is accessible and desirable, and urgently needed to drive the culture change that will enable all of us to thrive.

Lessons Learned

Not as many people filled out the endline as we expected. If we had included a higher amount of money (\$100 compared to \$50, even) as a reward for filling out both surveys, we probably would have had a higher rate of return. Additionally, if we had staff asking the endline live, as with the baseline, more would have obviously been completed. The complicated piece, however, is that collecting surveys when people are leaving a sporting event is nearly impossible.

Anonymous surveys were a good idea. Breakthrough made a conscious decision to not collect names from those taking the survey. This was the right choice for our goal of data collection, as most people filling out the survey only did so after we told them we weren't collecting personal information. Considering Breakthrough's new goal of creating change makers, however, we may want to explore how we can stay in touch with the people we meet at future sporting events, so that we have more than one point of contact with them.



The *Be That Guy* messaging works well with sports fans, especially the NASCAR audience.

Given that Grazie Media has been getting continually positive feedback, and that Breakthrough has been invited to develop new animations for upcoming races and NFL games, messaging and issue orientation seems to be on-point. People want to know how they can make a difference ("be that guy"), rather than what they are doing wrong ("don't be that guy").

Appendix 1

Baseline Survey

1. Is it ok to slap or grope a woman without knowing if she's into it?
2. Is violence against women a problem?
3. Would you ever try to stop someone from hurting or insulting a woman—like, telling a friend to knock it off?
4. What—if anything—has prevented you from trying to stop a bad situation?
 - a. It's not your business
 - b. Embarrassment
 - c. Getting ass-kicked
 - d. Didn't know what to do
 - e. This hasn't come up for me

Breakthrough's Be That Guy

1. What is your age?

- ☐ 18 to 24
☐ 25 to 34
☐ 35 to 44
☐ 45 to 54
☐ 55 to 64
☐ 65 +

2. What is your gender?

- ☐ Female
☐ Male
☐ Prefer not to say

3. Is it OK to grab at a woman without knowing if she's into it?

- ☐ Yes ☐ No

4. Is violence against women a problem in our country?

- ☐ Yes ☐ No

5. Would you ever try to stop someone from insulting, harassing, or hurting a woman – like, would you tell a friend to quit it?

- ☐ Yes ☐ No

6. What – if anything – has prevented you from trying to stop a violent or harassing situation? (check ALL that apply)

- ☐ It's not your business
☐ Embarrassment
☐ Getting ass kicked
☐ Didn't know what to do
☐ This hasn't come up for me

Other (please specify)

Appendix 2

Endline Survey

1. Where did you see the "Be That Guy" video?
2. Is it ok to slap or grope a woman without knowing if she's into it?
3. Is violence against women a problem?
4. Would you ever try to stop someone from hurting or insulting a woman—like, telling a friend to knock it off?
5. Have you ever "been that guy" and stopped a bad situation? Tell us about it! (with email option)

Be That Guy

Breakthrough at the 2013 Ford EcoBoost 400

1. What is your age?

☐ 18 to 24

☐ 25 to 34

☐ 35 to 44

☐ 45 to 54

☐ 55 to 64

☐ 65+

2. What is your gender?

☐ Male

☐ Female

☐ Prefer not to say

3. Where did you see the "Be That Guy" video?

☐ E-Mail

☐ Homestead-Miami Speedway

☐ Twitter

☐ Facebook

☐ Website

Other (please specify)

4. Is it OK to grab at a woman without knowing if she's into it?

☐ Yes

☐ No

5. Is violence against women a problem in our country?

☐ Yes

☐ No

6. Would you ever try to stop someone from insulting, harassing, or hurting a woman if you saw it going on -- like, would you tell a friend to quit it?

☐ Yes

☐ No

7. Now that you've seen "Be That Guy," are you more likely to take an action to stop someone from insulting, harassing, or hurting a woman?

☐ Yes

☐ No

☐ No Change

8. Have you ever "been that guy" and stopped a bad situation? Tell us about it!

9. Thanks! If you'd like a chance to win a \$50 Visa Gift Card, please enter your name and email address below!

Name

E-mail

Done