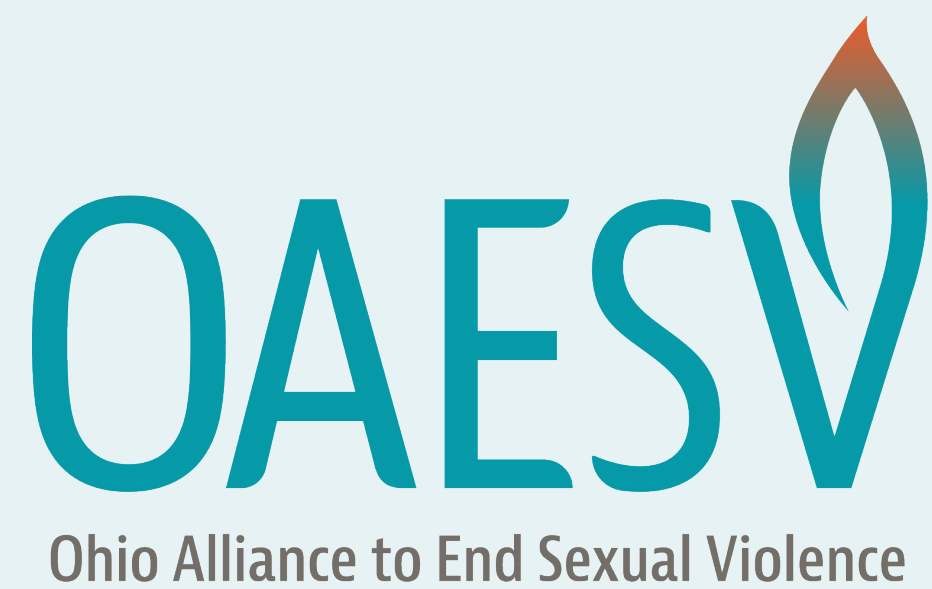


The Ohio Bar Project Assessment:

Findings that Highlight the Opportunity for Community, Bravery, & Accountability in Sexual Violence Prevention in the Service Industry

Sharon Wasco and Maria Cole
OAESV Annual Conference | August 12, 2020





The Ohio Bar Project Assessment

Plan for Today

Block 1. Introductions

Block 2. Community

Block 3. Bravery

Block 4. Findings, Implications & Recommendations

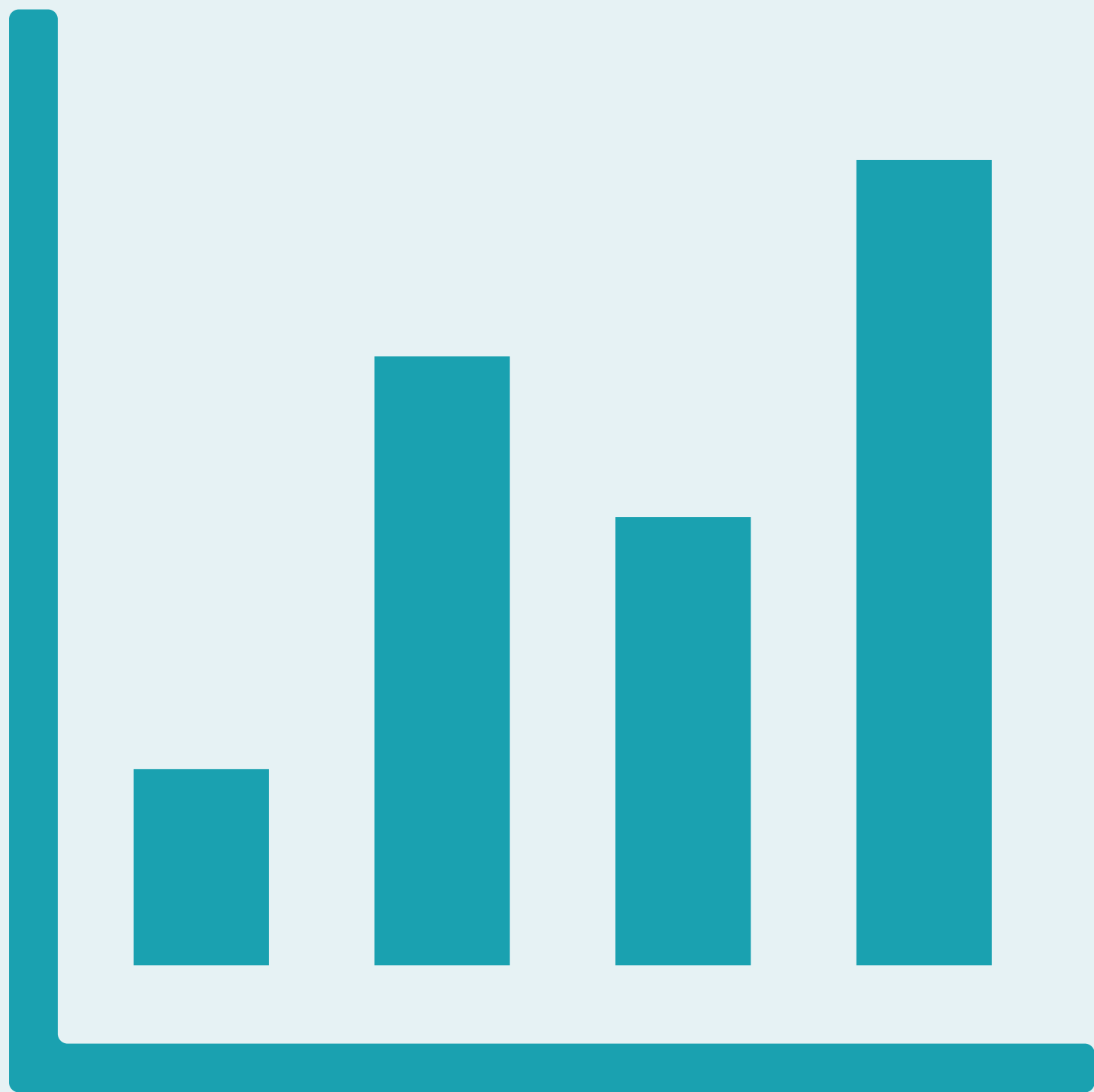
Block 5. Accountability

Block 6. Question & Answers

POLL 1 | Question for You

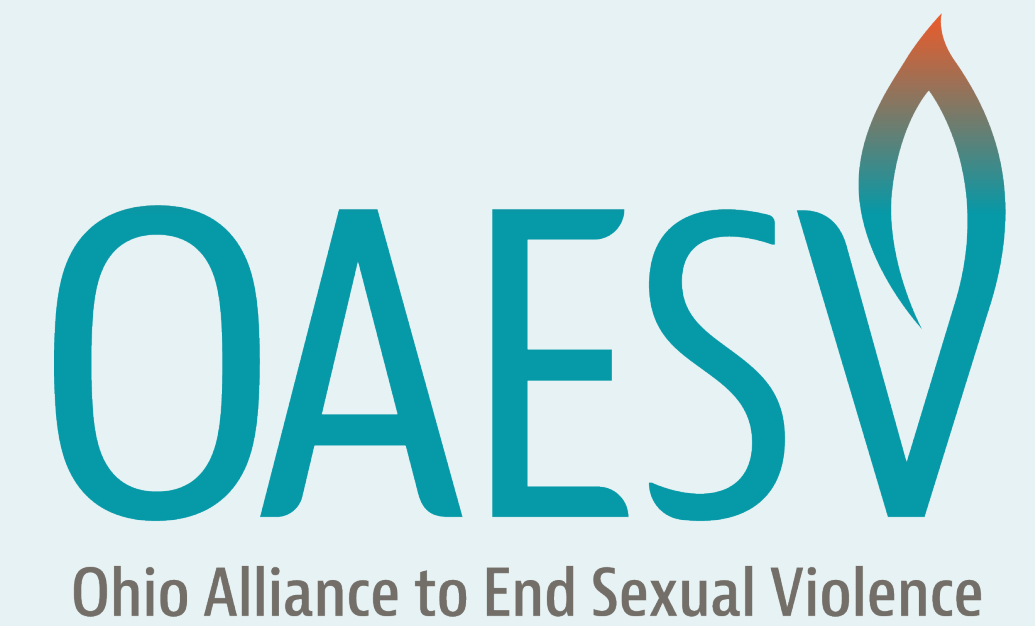
What is your level of expertise with sexual violence prevention?

- A. Beginner**
- B. Intermediate**
- C. Advanced**
- D. Expert**



Community

Community Level Primary Prevention



- Community Based Prevention Programs
 - Developed with and for community members
- Community and Societal Primary Prevention (CSPP) Approaches
 - Designed to modify societal and/or community level risk/protective factors “outer layer work”

Community

Community Level Primary Prevention

- Implications for Evaluation and Assessment
 - Unit of analysis is “beyond the individual:” alcohol-serving establishment (ASE)
 - Survey of “key informants” to collect the data
 - Comparisons by geographic region of state and type of establishment to analyze the data

Community

State Partners in the Ohio Bar Project Assessment

- Ohio Department of Health
- Ohio Alliance to End Sexual Violence

Community

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To participate, scan here



The OAESV is looking for owners, employees, and patrons of alcohol-serving establishments across Ohio to improve prevention efforts. If you are familiar with the culture of one or more bars, clubs, or restaurants in Ohio...

We want to learn from your experiences

Brief anonymous online survey.
Using your smartphone camera, scan the QR code to open the survey. Then, complete the survey at a time and location of your choosing. No names will be collected.

Results will be used by a statewide advisory committee to plan next steps.
We are developing strategies to support connection and foster welcoming, harassment-free spaces in alcohol-serving establishments.

There is strength in sharing.
No one needs to be alone; and there is power in the collective. To talk about sexual violence with a trained advocate, call the Ohio Sexual Violence Helpline at 844.OHIO.HELP

For more information, please contact Dr. Sharon Wasco at ohiobarproject@oaesv.org



Your experiences can help shape solutions

Bar Survey



Bar Survey



Bar Survey



Bar Survey



Bar Survey



Bar Survey



Bar Survey



Bar Survey



Bar Survey



Bar Survey




OHIO BAR SURVEY

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Owners, Patrons, & Employees

Take a brief, anonymous survey to share your experiences.

To open the survey, go to oaesv.org/BARSURVEY or use your smartphone camera or QR reader to scan this image.



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In a hurry or want to share? Take a survey code to go.

OAESV Bar Survey



OAESV Bar Survey



OAESV Bar Survey



OAESV Bar Survey



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To take the survey, go to:

oaesv.org/barsurvey

Community

Local Partners in the Ohio Bar Project Assessment

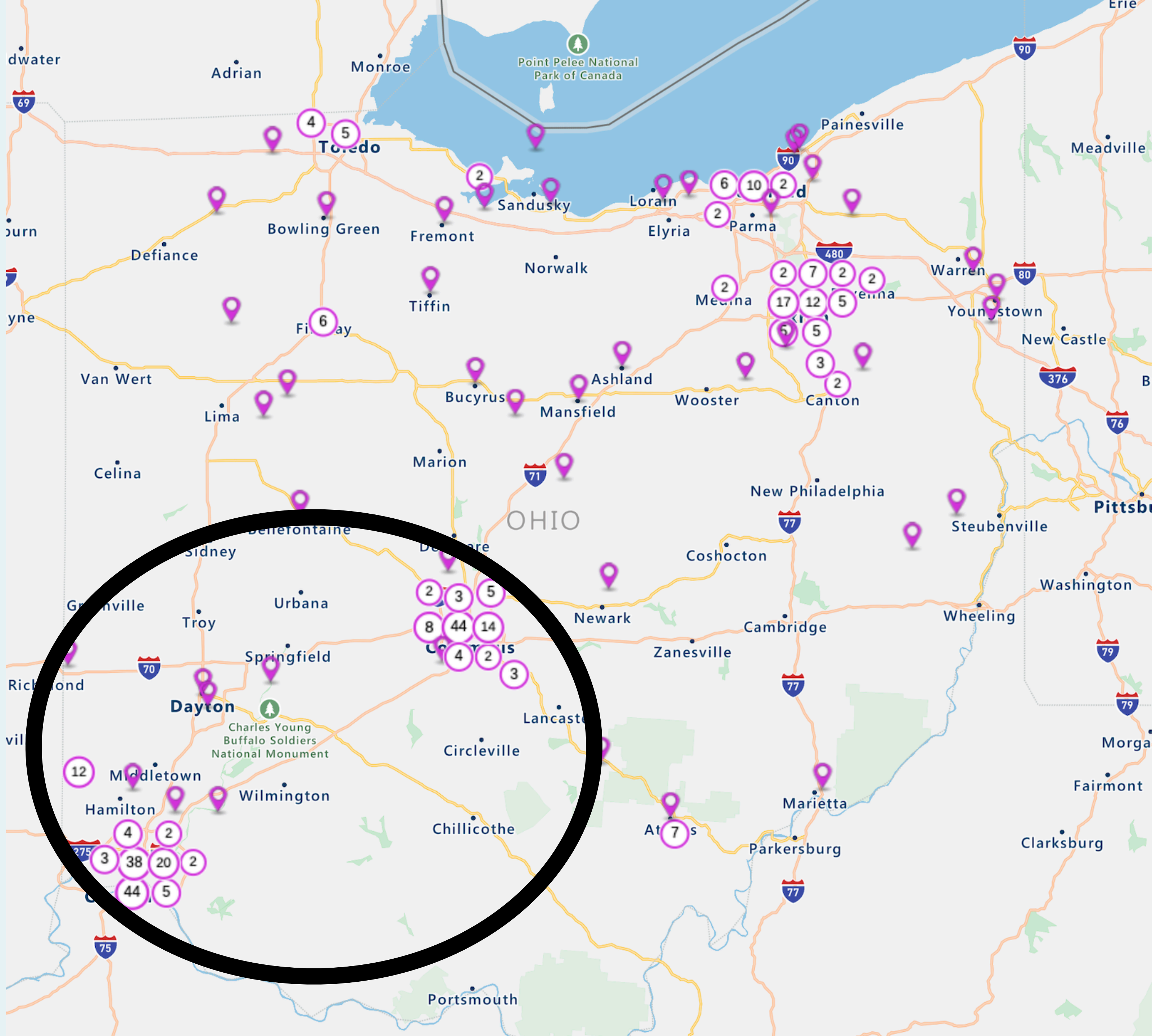
- Em Joy & Maria Cole at Women Helping Women in Cincinnati
- Jeff Puster at SARNCO in Columbus area
- Julie Harmon at IMPACT Safety in Columbus area
- Leanne Biltz at Hope and Healing In Summit and Medina County

Community

Figure 1. More than half of the ASEs included in this study (54%) were located in Cincinnati or Columbus.

Four comparison groups were created based on this response pattern:

- 1) Cincinnati (n=118; 31%)
- 2) Columbus (n=89; 23%)
- 3) Northeast Ohio (n=71; 19%)
- 4) Rest of Ohio (n=101; 27%)



Community

Table 2 on TYPE. The majority of ASEs were identified as bars.

N	Original Code	%	Comparisons 1	%	Comparisons 2	%
214	Bar	55	Bar	55	Bar	55
67	Restaurant	17	Restaurant	17	Other	45
53	Brewery	14	Brewery	14		
18	Nightclub	5	Other	14		
14	Wine bar/winery	4				
13	Live music venue	3				
4	Catering company	1				
4	System Missing	1				
2	Sports arena	<1				
1	Bowling alley	<1				

POLL 2 | Question for You



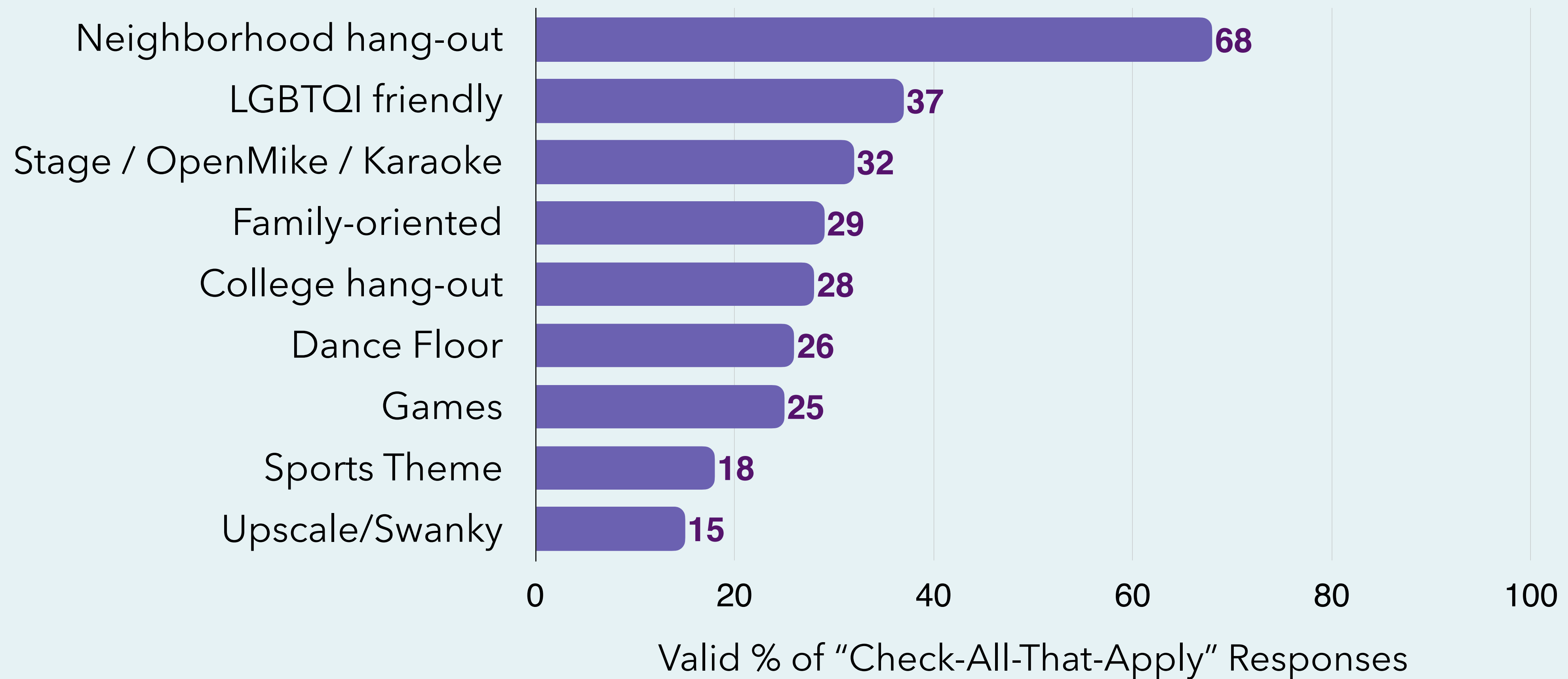
Speaker Change

Think of the alcohol-serving establishment (ASE) you know best. Check any of the terms that apply to your ASE.

- A. Dance Floor**
- B. Games / Sports Theme**
- C. LGBTQI friendly**
- D. Neighborhood hang-out**
- E. Stage / Open-mic / Karaoke**

Bravery

Figure 2. The most common description of ASEs was neighborhood hang-out.



Bravery

Black & brown trans women were leaders in The Stonewall Uprising

Marsha P. Johnson



Art by Javier Hammad

Sylvia Rivera



Art by Melanie Cervantes

Miss Major Griffin Gracy



Art by Melanie Cervantes

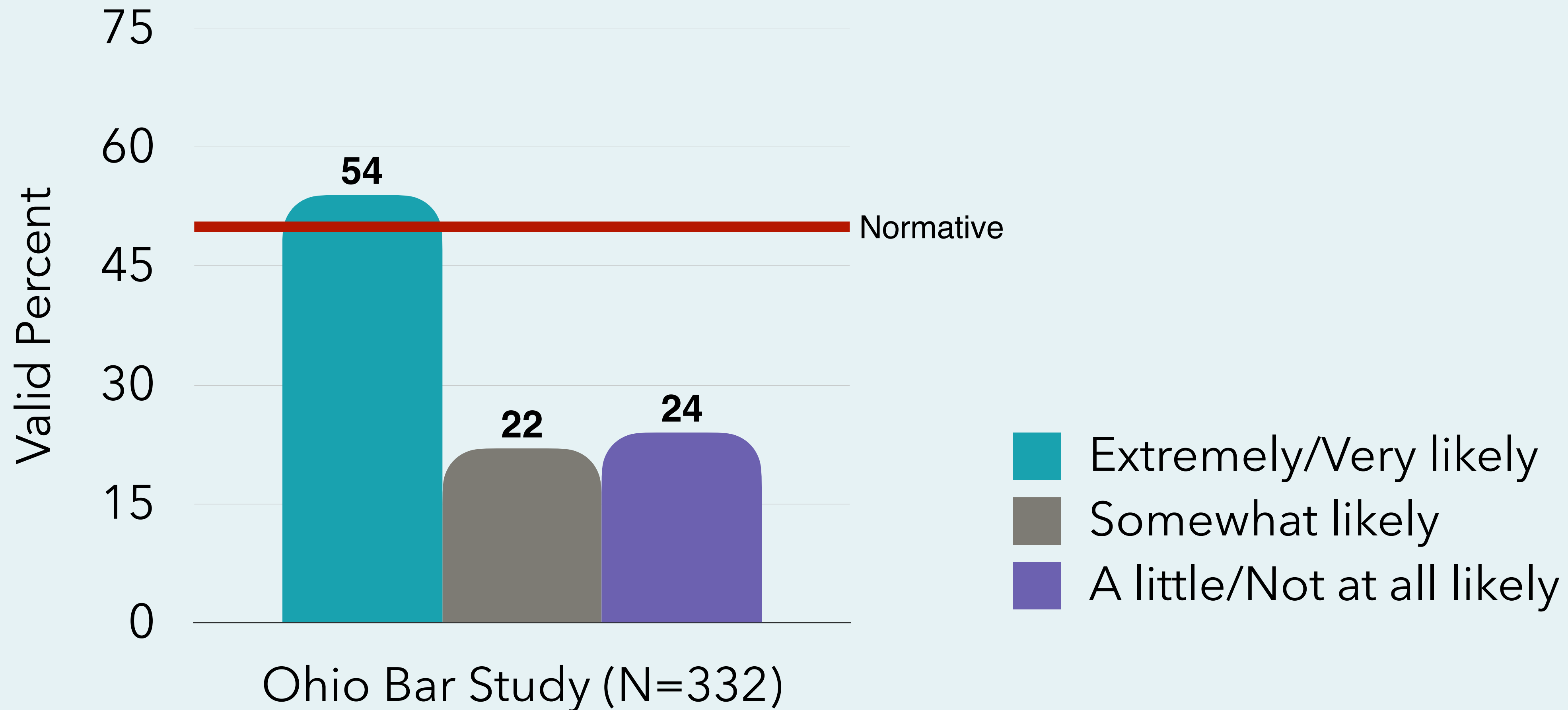
All three drawings were downloaded from [flickr.com](https://www.flickr.com) where the artists made them available for noncommercial reuse under Creative Commons licensing.

Bravery

- **Highlight Finding 3: A positive norm for standing up to against sexual aggression was observed in this sample of Ohio ASEs.**
- **Norms are perceptions of commonly-held beliefs and/or accepted behaviors within a setting.**
 - When there are positive norms in a setting, promoting those norms can be a group strategy to change group beliefs as well as individual behaviors.
 - Revealing the perception, for example, that *most people will take action if they were to observe sexual misconduct in their ASE* can:
 - Increase collective efficacy for taking action in the ASE
 - Decrease individual acts of sexual misconduct in the ASE

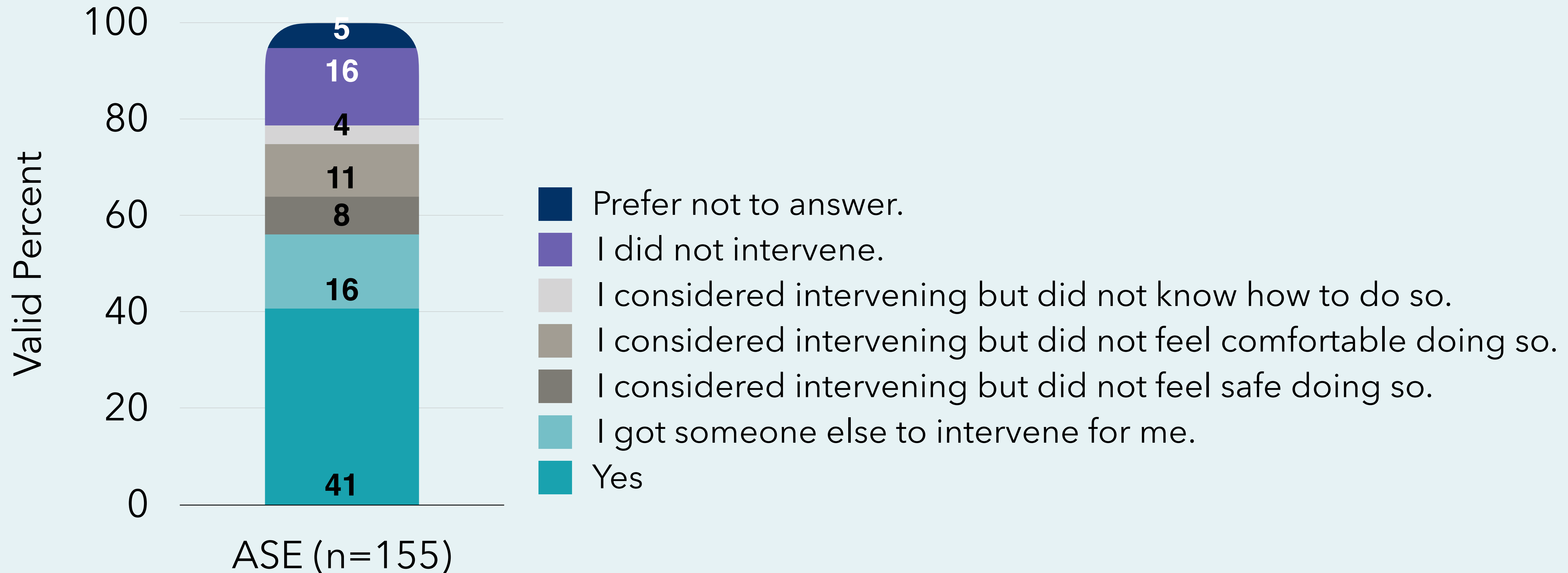
Bravery

Figure 12. The majority of informants in ASEs in Ohio (54%) thought it was *extremely or very likely* that other people in the ASE would take action if they were to observe sexual misconduct.



Bravery

Figure 10. After observing a situation that was, or could have led to, sexual misconduct in their ASE, most respondents either intervened (41%) or got someone else to intervene (16%).



Bravery

Qualitative Data on Taking Action

We have an unofficial bouncer crew and take pride in keeping our space safe.

Somewhat likely for white queer women, not at all likely for queer women of color and not at all for trans women. Some of the bar staff are helpful at assisting

People are often too intoxicated to step in and bar staff only intervene if they seem the situation violent or threatening

I don't think most people would be able to or feel comfortable intervening in those types of situations

...depends on who was managing at the time. when I worked there, the owner and assistant manager were not as appropriate as the manager

We would be reprimanded for stopping anything between customers, possibly fired

I feel that for the most part the staff feels that no action is taken on concerns that are shared so there is no incentive to share.

Management is trained to keep staff safe and shut down any form of aggression whether from other employees or guests. However, restaurants/bars are an interesting beast. There is a higher level of "tolerance" or what a server is willing to accept because there are tips to be lost if you call a guest out on bad behavior. This goes for the service industry in general. What servers deal with to make a living would not be tolerated in other industries. So there is a lesser level of reporting among service industry workers. Management can only act on what they have been made aware of

KEY: **Blue** = patrons; **Green** = employees; **Orange** = manager/owner



Speaker Change

Findings

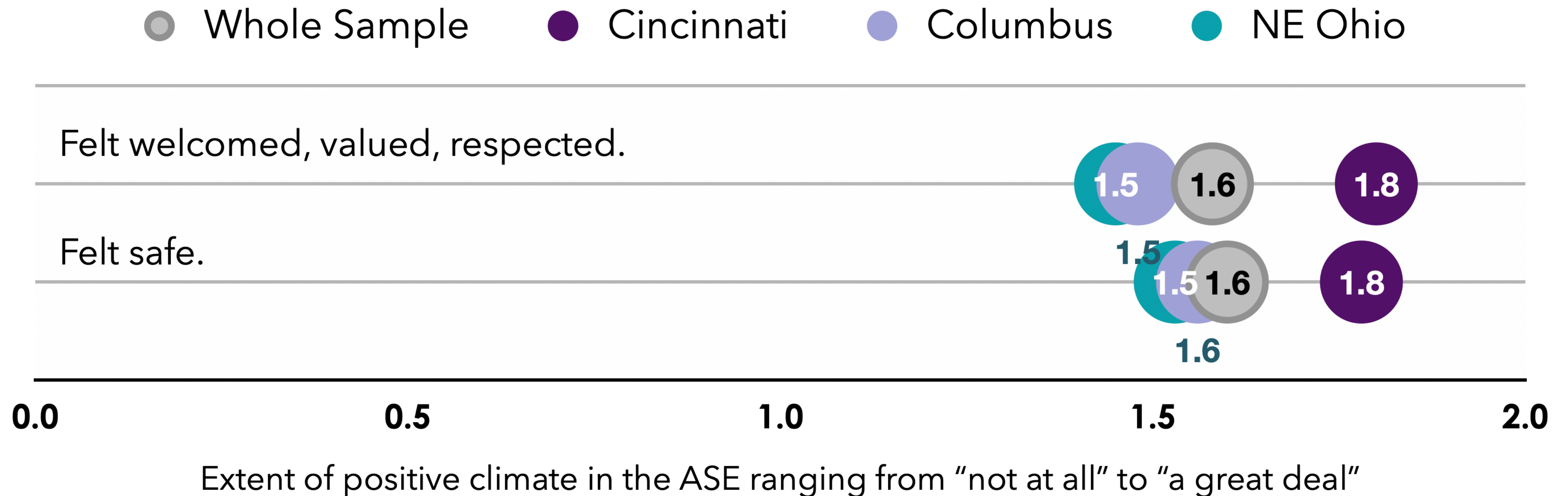
Overview of Key Findings

1. There were **observable regional differences** in perceptions about bar safety and readiness for prevention in Ohio's ASEs.
2. Bar culture and sexual aggression **vary by type & characteristics of the ASE.**
3. A **positive social norm** for standing up against sexual aggression was observed in this sample of Ohio ASEs.
4. On average, **community readiness for prevention** within these ASEs appears to be at stage five of nine, called the **planning stage.**
5. A pattern of results provides evidence that **training for employees in ASEs** is perceived as a **valuable** investment of resources.

Finding #1

There were **observable regional differences** in Ohio's ASEs.

Figure 24. There were significant regional differences in climate of inclusion.



Finding #1

There were **observable regional differences** in Ohio's ASEs.

- **Sexual Aggression in the Setting:** Cincinnati informants perceived sexual aggression to be, on average, less of an issue in their ASE than informants in all other regions. Fewer Cincinnati informants (17% v. 28% in COL and 23% in NEO) report observing a situation that was, or could have led to, sexual aggression in the ASE they knew best.
- **Standing Up to Sexual Aggression:** Of those that observed sexual misconduct in their ASE, 55% of respondents in Cincinnati intervened compared to 36% in Columbus, 41% NE Ohio, and 34% in other areas.
- **Norms that Support Action:** 39% of respondents in Cincinnati reported it extremely likely that other people in ASE would take action in Cincinnati compared to 22% Rest of Ohio, 19% Columbus, and 19% in NE Ohio.
- **Simple Rules for Upstanders:** There were statistically significant differences between Cincinnati and all other regional comparison groups on the combined "simple rules" measure, as well as on all five individual indicators shown below.
- **Community Readiness for Change:** Cincinnati had significantly lower agreement than Columbus and NE Ohio on, "There isn't much need for me to think about it, that's the job of the local rape crisis center." (Readiness Stage Three.)
- **Prevention Solutions:** More respondents in Cincinnati reported seeing messaging (50% v. 34% NE Ohio; 27% Columbus; 22% Rest of Ohio)

Implication #1

Replicating efforts may be a strategic allocation of prevention resources.

- Regional differences can be interpreted as a nonequivalent control groups design, as current levels of community-wide preventative intervention with the service sector vary across the state.
 - Interventions range from higher levels of partnership, training, and technical assistance in Cincinnati; to moderate organizing and readiness-building in Columbus; to targeted outreach in Summit County.
- These results provide evidence that community-wide prevention efforts conducted within the service sector appear to be differentially related to positive qualities of ASEs.

Finding #2

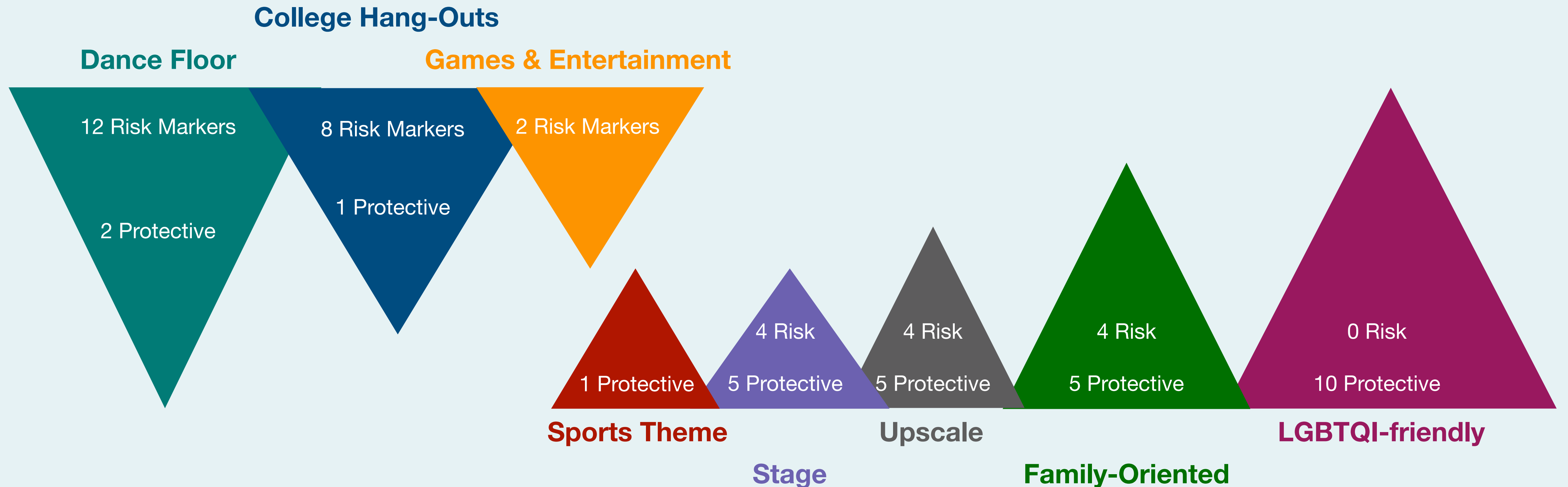
Culture and sexual aggression varied by **type** and characteristics of the ASE.

- **Climate:** There were significantly higher reports of safety by informants at breweries (M=1.82) and restaurants (M=1.76) compared to other types of ASEs (M=1.53) or bars (M=1.52).
- **Sexual Aggression in the Setting:** Fewer informants were aware of sexual aggression in breweries (10%) than in other types of ASEs (26%) restaurants (30%) or bars (34%). Similarly, fewer informants had personally observed a situation that was, or could have led to, sexual aggression in breweries (8%; n=4) than in other types of ASEs (23%; n=44) restaurants (21%; n=13) or bars (23%; n=44).
- **Standing Up to Sexual Aggression:** No significant differences.
- **Norms that Support Action:** Perceived to be more likely that others would take action in breweries (45% said it was “extremely” likely) than in restaurants (27%), other types of ASEs (27%) or bars (21%).
- **Simple Rules for Upstanders:** On average, breweries had more proactive simple rules (M=3.90) than other types of ASEs (M=3.76), restaurants (M=3.53), or bars (M=3.44).
- **Community Readiness for Change:** No significant differences.
- **Prevention Solutions:** There was a difference in training by type – more informants from breweries (54%) and other settings (46%) had received training than bars (28%) and restaurants (27%). There were no significant differences in having seen messaging by ASE Type; nor were there difference by ASE type in policy awareness.

Bottom Line: Breweries seem to be “safest,” bars seem to have most need.

Finding #2

Culture and sexual aggression varied by type and **characteristics** of the ASE.



Bottom Line: Dance floor associated with highest risk, being LGBTQI-friendly associated with most protective markers.

Implication #2

One size may not fit all; prevention must be designed with cultural humility.

- Some types and/or qualities of ASEs are associated with more “risk markers,” indicating the greatest need for prevention.
- On the other hand, there may also be qualities of ASEs that make them more likely to be “early adopters” of sexual violence prevention efforts.
- These patterns might be helpful in identifying potential partnerships, designing marketing approaches, and developing effective intervention strategies.
- This is where the community-based and community-led aspects of prevention come in.

Finding #3

A positive social norm for standing up against sexual aggression was observed in this sample of Ohio ASEs.

- It was normative to take action against sexual aggression in ASEs.

Implication #3

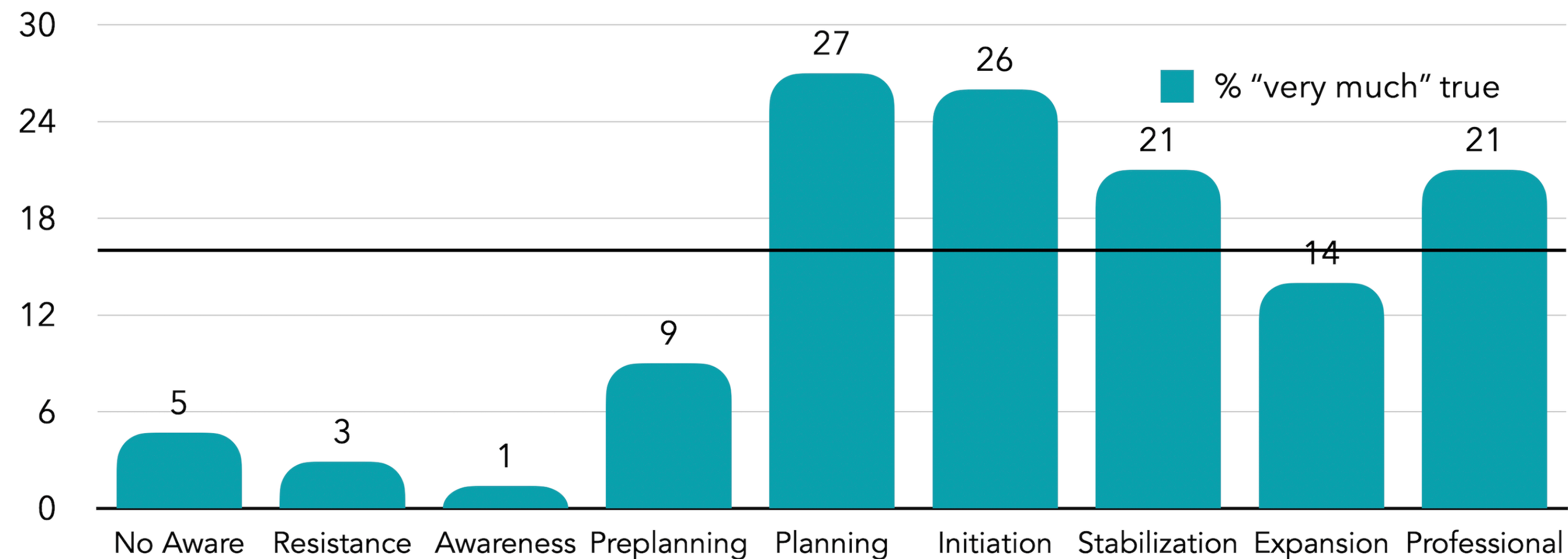
Existing conditions within ASEs can serve as driving forces for next steps.

- Prevention activities including policy, training, and messaging can add momentum to existing strengths of upstander behavior and norms.
- Promoting the positive can increase collective efficacy of prevention practitioners from rape crisis centers (RCCs) or other community organizations that are foraying into the commercial sector, service industry, and/or ASEs.

Finding #4

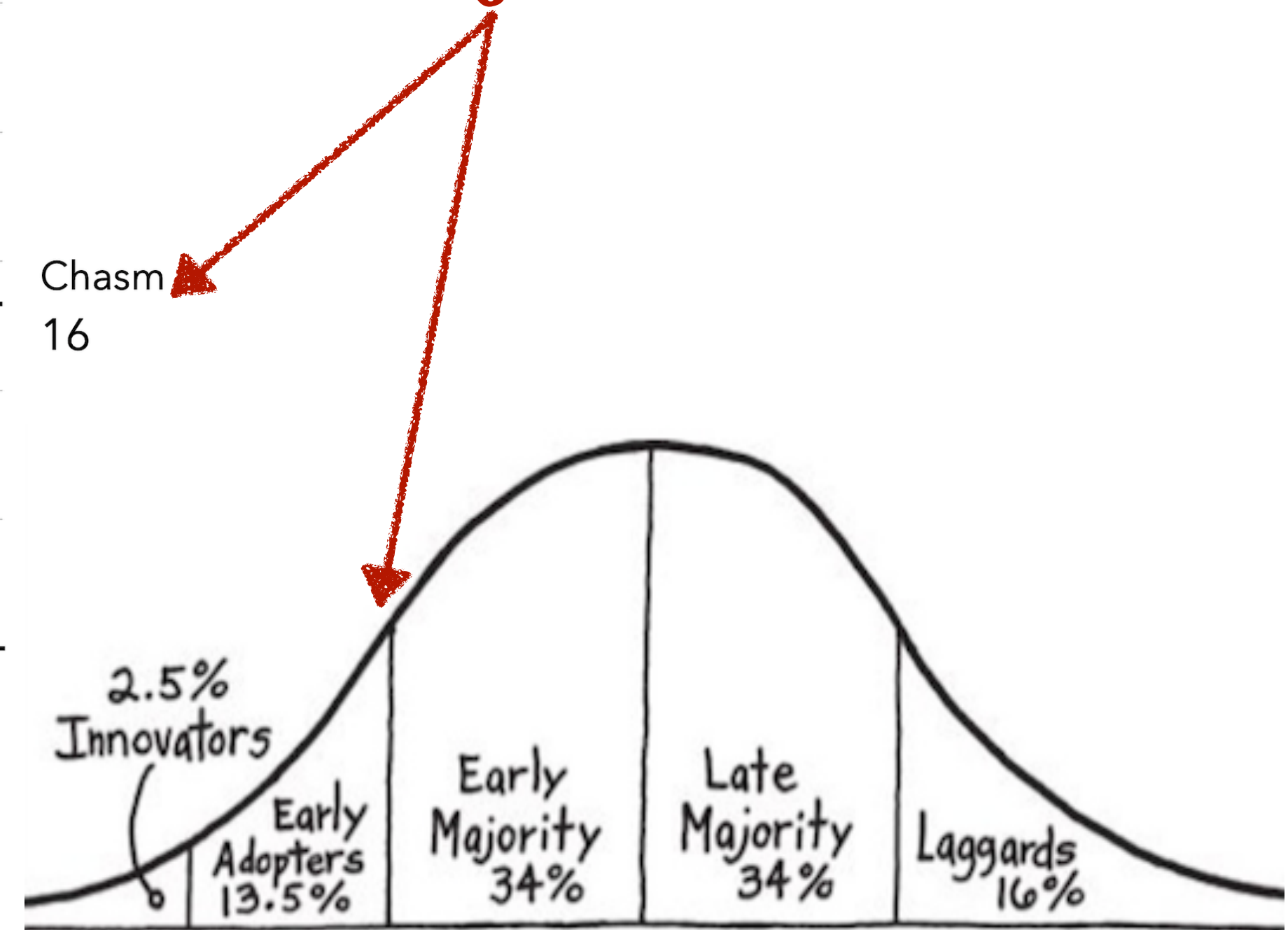
On average, community readiness for prevention within these ASEs appears to be at stage five of nine, called the planning stage.

Figure 14. Responses suggest that ASEs described by informants in this survey may have reached the fifth of nine stages of community readiness for prevention.



Banyard, Eckstein & Moynihan's (2010) Readiness-to-Change scale

**Interpretation Tip:
Crossing the chasm 16%**



Implication #4

State level partners can work to increase prevention readiness among ASE communities.

- Timing may be good for prevention readiness building activities such as utilizing influential people to speak to the public and planning how to evaluate success of efforts.
- The goal for a campus at stage five prevention readiness is information-gathering to lay the groundwork for planning community strategies.
- As a more serious community effort gets under way, the goal shifts to providing community-specific information to support existing programs and initiatives.

Finding #5

A pattern of results provides evidence that training for employees in ASEs is perceived as a valuable investment of resources.

Figure 18. The vast majority of patrons (95%) said it was very important for employees at ASEs to receive training on how to respond to and prevent sexual aggression.

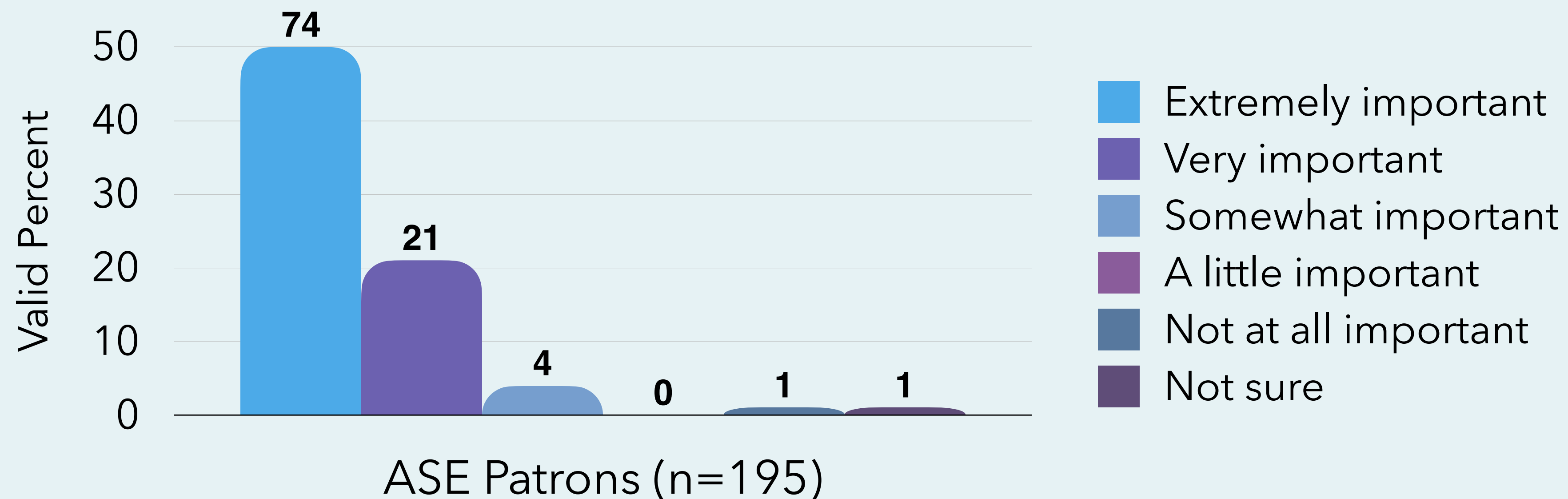


Figure 19. The majority of employees (77%) said they would be likely to attend an optional, five-hour training on how to respond to and prevent sexual aggression.

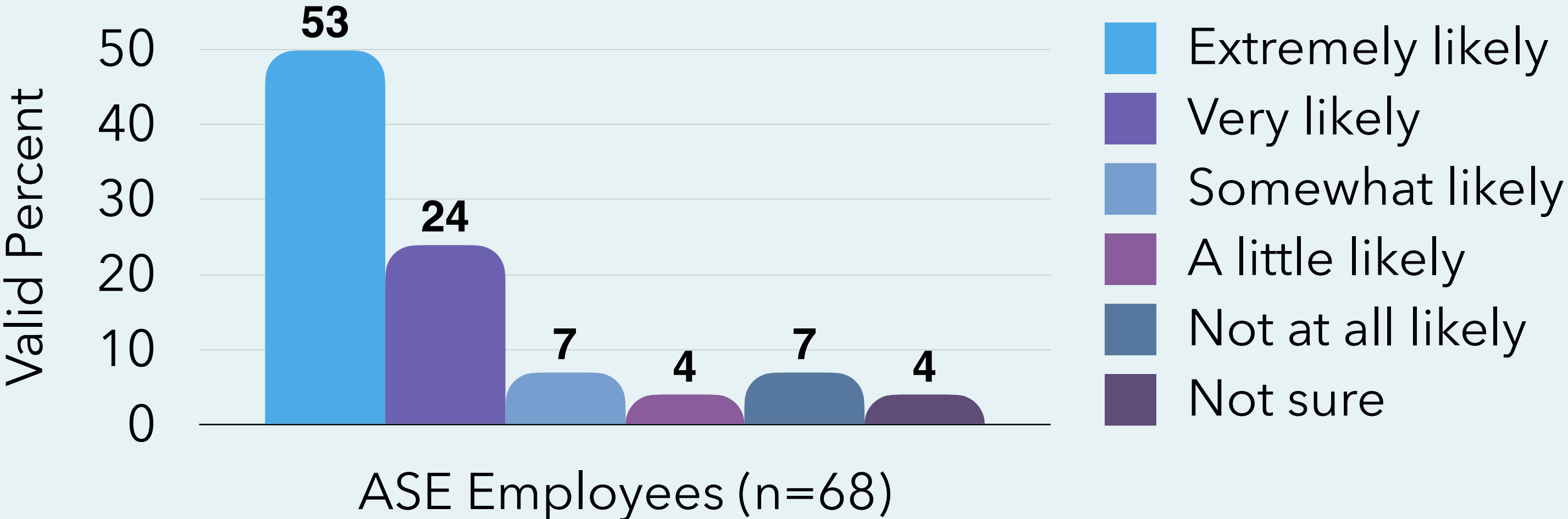
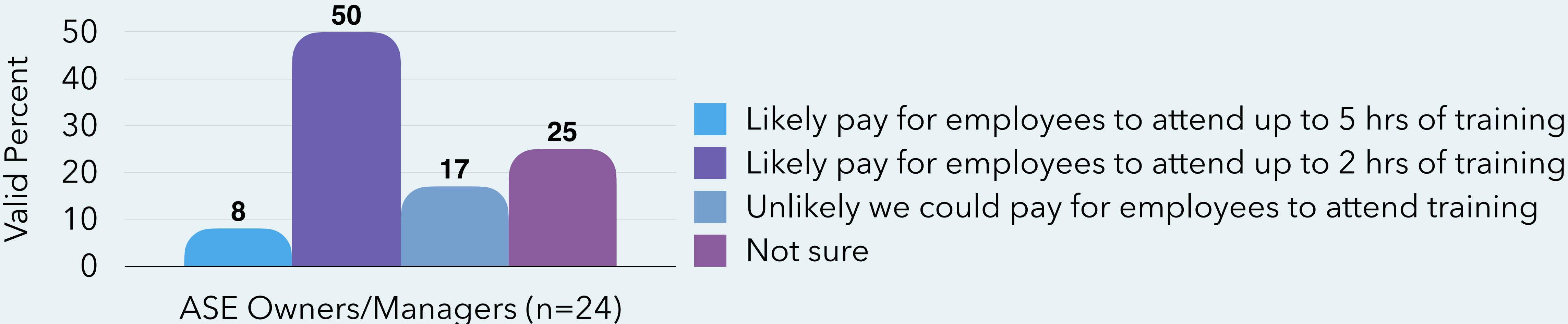


Figure 20. The majority of owners and managers included in this study (58%) said their ASE was likely to pay for their employees to attend some training on how to respond to and prevent sexual aggression.



Employee Comparisons (N=68)

Bar Culture / Prevention Indicator	Cinci	Cbus	Else	NEO		
Received training	61%	19%	50%	38%	Trained	Untrained
Intervened after observing SA	100%	66%	40%	40%	62%	41%
Aware of policy	74%	48%	29%	38%	77%	44%
Seen messaging in ASE	70%	29%	36%	25%	77%	14%
Simple rules for action	4.27	3.46	3.79	3.12	4.04	3.59
Interest in updating policies & procedures	1.20	3.29	2.33	1.00	3.71	2.67
Likelihood they would attend an optional training if paid for their time	No significant differences				3.48	2.89

Implication #5

Prevention training for ASE employees should be expanded.

- Bar based prevention training should be expanded so that more employees receive training.
- Respondents are already observing and acting upon observed situations of sexual aggression in bars – it makes sense to provide skills and build collective efficacy among ASE employees.

Recommendations

1. With **support and resources**, rape crisis centers (RCCs), other organizations, and ASEs themselves can be leaders of a community-wide approach to sexual violence prevention in the service sector.
2. When initiating community-level efforts with ASEs, prevention practitioners should prioritize increasing their organizational understanding of, and **connection to, the many different types of ASEs** that exist within the service industry.
3. The OAESV, ODH, and prevention practitioners in communities across the state can support upstander culture within the service sector by **identifying and messaging the positive norms where they exist**.
4. State leaders can further **build capacity and coordinate prevention efforts toward collective impact** by providing resources that are appropriate for RCCs with varying capacity to guide their efforts in communities at varying levels of readiness.
5. The Ohio Bar Project should **include organizational and statewide policy advocacy** as part of the ongoing work of implementing primary prevention in ASEs and the broader service industry in Ohio.

Ohio Bar Project Toolkit

Sample Tools

1. Guidance for strategic outreach with a checklist for conducting inclusive relationship-building that centers those most affected by sexual aggression;
2. An assessment tool to help community partners understand their starting place in their work;
3. A model policy for ASEs;
4. A vision for the long-term effects of this work in Ohio (e.g., logic model/theory of change/strategic plan);
5. Sample messaging for RCCs and ASEs to distribute throughout the community;
6. Guidance on how to evaluate programmatic efforts within ASEs properly;
7. Data collection tools to document activities and outputs, and to measure changes in desired outcomes.



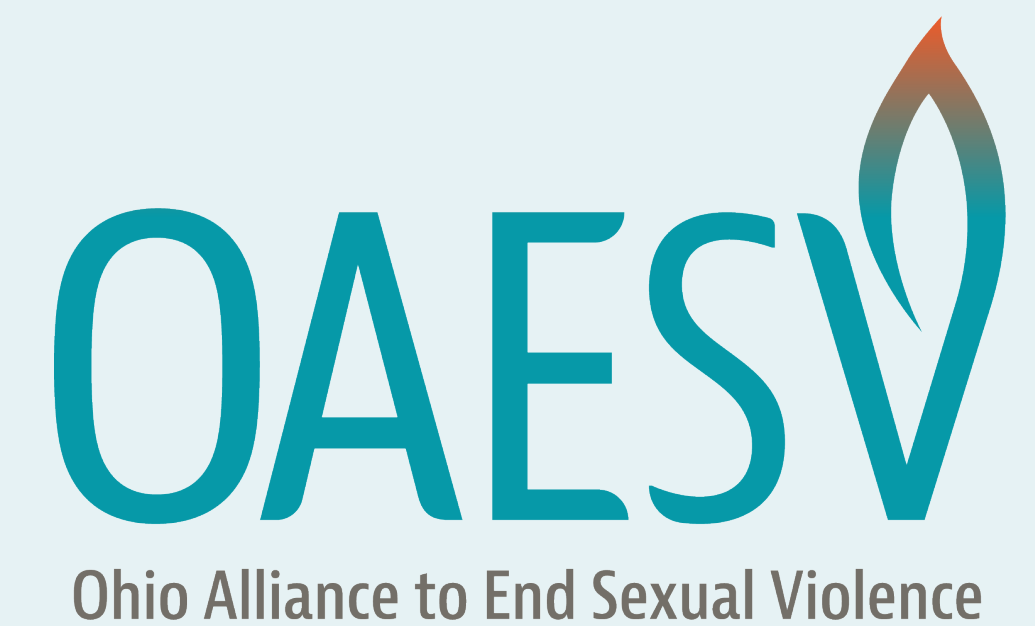
Speaker Change

POLL 3 | Question for You

If we were to create a statewide toolkit for work with ASEs, what section would you find *most* helpful? (Choose one.)

- A. Outreach checklist for building relationships with ASEs**
- B. Message templates (e.g., fliers, social media posts, window clings, etc.) for use in ASEs**
- C. Model policy resources for ASEs**
- D. Community assessment tools to understand current conditions**
- E. Evaluation tools to track changes over time**

Recommendations | Accountability



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Accountability Part 1

Allocate resources to support leaders in local communities.

- Results of this survey indicated that community-level activities of varying levels of intensity were, in turn, associated with increased protective markers in ASEs. "It works."
- To support leadership for ASE-based prevention within Ohio's communities, state-level partners should coordinate to form a core partnership consisting of at least five individuals and/or organizations committed to advancing the Ohio Bar Project over the next five year.
- A statewide project coordinator should be designated to direct and guide multiple communities' efforts towards collective impact, including the reduction of sexual aggression perpetration in Ohio.
 - Articulating a job description for the statewide project coordinator is a tangible step toward this goal
 - Once these qualities and qualifications are specified for the state level, a "How-To-Write-A-Coordinator-Job-Description" guide can be developed to share with interested parties to develop their local community project coordinator/leader.

Accountability Part 2

Identify and message positive norms within the service industry.

- The OAESV and ODHE can make themselves a good partner to prevention practitioners in local communities by connecting new innovations to a community of practice.
- RCCs can make themselves a good partner to local ASEs by providing language that helps frame sexual aggression and other forms of harassment as a workplace safety issue, for example, with a model policy that shapes language.
- RCCs should also develop local expertise and develop new partnerships (look, e.g., at EEOC, workers' rights organizations, Title IX Coordinators, other HR and/or legal consultants), to provide training, coaching, and other forms of technical assistance in upholding policy at a community level.
- Within ASEs with strong existing norms against sexual aggression, social norms marketing may be a useful prevention strategy; in ASEs where a stance against sexual aggression is not normative, social marketing campaigns can be used to highlight positive beliefs or desired behaviors.

Accountability Part 3

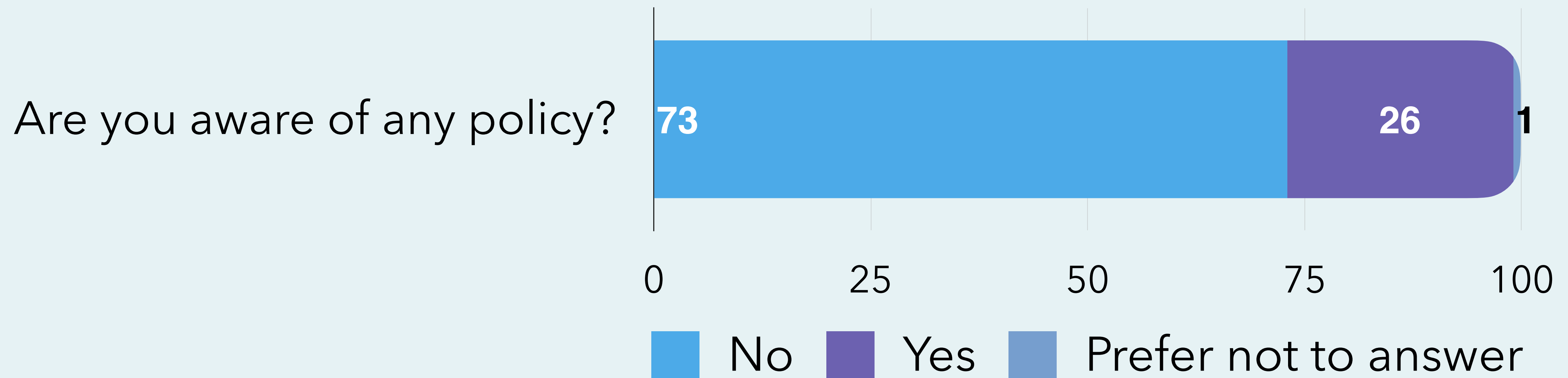
Include organizational and statewide policy advocacy as part of the ongoing work in ASEs and the broader service industry in Ohio.

- Allocating the resources needed to sustain training for ASE employees over the long term will require changes from within the industry itself.
- RCCs can be critical partners in envisioning mechanisms to adopt training practices into workforce education practices, state licensing procedures, and day-to-day business operations including hiring, scheduling, and promotion of employees.
- A specific recommendation for this approach would be to create a Policy Task Force as a subcommittee or affiliate of the core partnership described in the first recommendation.
 - Any statewide group should include a combination of partners from the public health and service industries (for example, the Ohio Bartender Association, or local chapters of the United States Bartenders' Guild).

Accountability Part 3

There was evidence of a **need** for policy improvement.

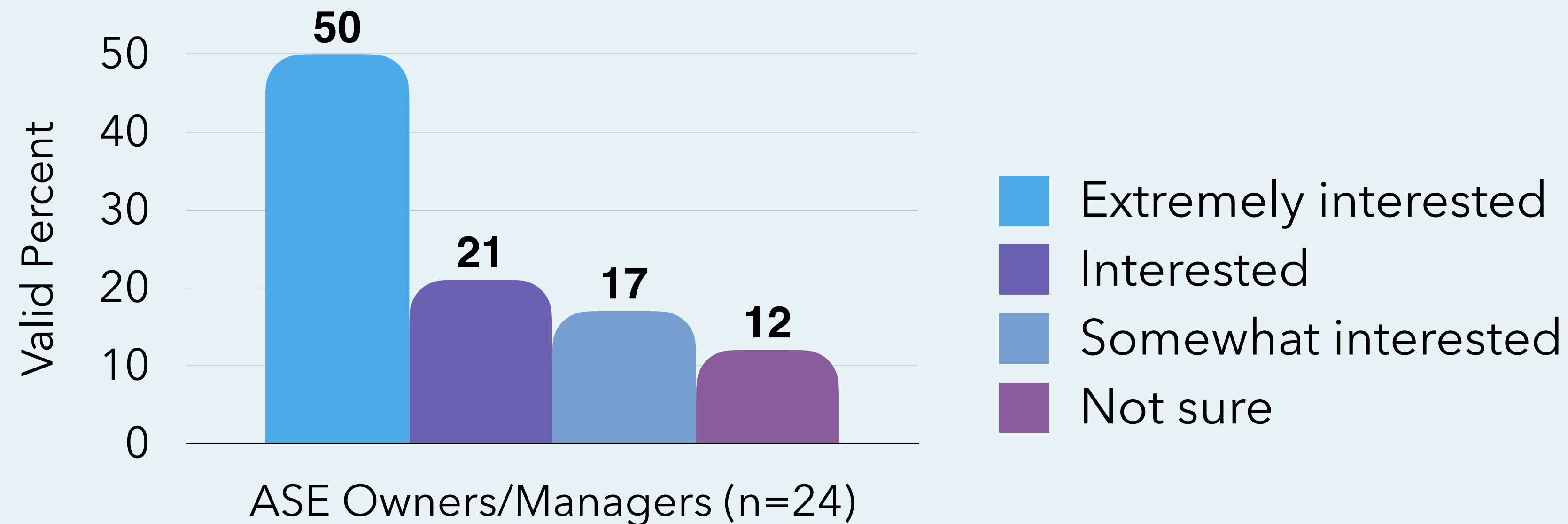
Figure 15. One in four informants was "aware of any policy or official statement that sexual aggression is not acceptable behavior and will not be tolerated in the ASE you know best" (N=269).



Accountability Part 3

There was evidence of a **desire** for policy improvement.

Figure 21. The majority of owners and managers included in this study (**71%**) reported that management would be interested in working to update policies and procedures aimed at preventing sexual violence in their setting (N=24).



Questions for Us?



Speaker Change

Who?

When?

Why?

How?

What?

Keep Us Accountable!



THANK



YOU!

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