

Evaluation of Thursdays in Black at Lincoln University



An evaluation prepared for Thursdays in Black
by the Information Team
Community & Public Health, CDHB

February 2018

Canterbury
District Health Board
Te Pōari Hauora o Waitaha

The information contained in this document may be derived from a number of sources. Although the CDHB has taken reasonable steps to ensure that the information is accurate, it accepts no liability or responsibility for any acts or omissions, done or omitted in reliance in whole or in part, on the information. Further, the contents of the document should be considered in relation to the time of its publication, as new evidence may have become available since publication. The Canterbury District Health Board accepts no responsibility for the manner in which this information is subsequently used.

© Canterbury District Health Board, 2018

Front page: Te Pae Mahutonga graphics courtesy of Healthy Christchurch

Contents

Executive Summary.....	3
Background	6
Evaluation methods	8
Key findings - survey highlights.....	10
Success factors for the Thursdays in Black campaign.....	11
Recommendations for the Thursdays in Black campaign.....	13
Key findings - qualitative interviews.....	17
How key actors became aware of the Thursdays in Black campaign	17
Motivation to adapt and deliver TIB at Lincoln University	18
Process of starting TIB campaign at Lincoln University	19
Success factors.....	20
Challenges	28
Summary and recommendations.....	32
References	33

Executive Summary

The international campaign, Thursdays in Black, works to 'raise awareness and progress towards a world without rape and violence' (Thursdays in Black, 2017b). Since 2016, Thursdays in Black (TIB) has been adapted and delivered for the student population at Lincoln University. This evaluation used both quantitative and qualitative methods to gather data about TIB at Lincoln University, including a survey and interviews. Survey findings indicate that the TIB campaign has had high visibility on campus, and the campaign is seen by students as important and empowering, offering *'New knowledge and how to deal with difficult situations.'* TIB was seen as starting a difficult conversation on campus. Of 208 respondents to a survey sent to the Lincoln University student population, almost four fifths reported they were aware of the TIB campaign (78%). High proportions of respondents to the survey who were aware of TIB agreed that the campaign at Lincoln University was effective (91%), helpful (76%), and valuable (75%). Almost half of respondents reported they had done activities or things as a result of what they had seen or heard from TIB (49%). Success factors for the campaign included that the campaign increased awareness about sexual violence, *'Making people more aware of their actions and getting people to talk about rape and sexual assault.'* In addition a number of respondents reported that they found the information provided by Thursdays in Black, including on how to deal with sexual assault, was empowering; the campaign had an important message, *'It is an important topic to raise awareness about and very relevant to people.'*; respondents liked the constant, repetitive TIB messages that were viewed as helpful reminders to students and staff; and liked that the campaign was delivered appropriately. Reasons respondents gave for why they thought the campaign was delivered appropriately included that the campaign was seen as subtle, inclusive and non-judgemental; students are involved in the delivery of the campaign; and the campaign has regular promotions.

Interviews with key actors revealed a number of further success factors for the delivery of TIB at Lincoln University. These success factors included: TIB being an evidence based campaign; TIB being a student society, which is becoming increasingly student run; that students running TIB had strong staff support; having a clear goal to increase the awareness of TIB at Lincoln University; provision of training and support for delivery of TIB; tailoring of the campaign to the specific Lincoln University student population; and taking slow careful steps to implement campaign delivery on campus. Key actor interviewees reported a number of challenges for the delivery of TIB at Lincoln University. Challenges included: educating the student population about TIB; training TIB student volunteers around best practice for responding to disclosure; advocating for policies and procedures for responding appropriately to assault on campus; embedding the TIB campaign messages across the campus; and ensuring TIB is tailored to the particular needs of the Lincoln University population. The central challenge at the time of writing this report was to ensure a smooth transition of TIB delivery in 2018, from a student society who have been strongly supported by staff based at the Lincoln University recreation centre to TIB being delivered by the Lincoln University Students' Association.

Recommendations:

The following recommendations are made on the basis of the evaluation findings:

- That TIB continue to build on high levels of awareness at Lincoln University by maintaining a regular presence and high visibility on campus.
- That TIB continues to advocate for appropriate policies and procedures at Lincoln University for responding appropriately to assault on campus.
- That the Lincoln University Students' Association continues to work with the key staff involved in the implementation of TIB at Lincoln University, throughout the transition of the delivery of TIB, to ensure that previous successes of TIB at Lincoln University are built on.
- That TIB delivers education programmes for all students at Lincoln University, with some targeted programmes, including programmes targeted to students living on campus and programmes targeted to international students.

Background

Internationally, in recent years, student unions¹ have reported on tertiary student experiences of sexual violence. For example, the National Union of Students (NUS) in the United Kingdom asked women students in higher education to complete an online survey about their perceptions of safety and their experiences of harassment, stalking, financial abuse, violence and sexual assault (n=2,058). This study reported that 1 in 7 respondents had experienced a serious physical or sexual assault during their time as a student (National Union of Students, 2010). Similarly, the National Union of Students in Australia asked women university students in Australia about their experiences of safety and sexual violence (n=1,366). The survey found that over 70% of respondents reported experiencing some form of harassment during their time at university (National Union of Students, 2015).

In 2017, Thursdays in Black (TIB) in New Zealand released a nationwide survey which reported on student experiences of sexual violence prior to and during tertiary education. The survey was open to students who were or had been enrolled in tertiary education in New Zealand within the preceding five years. The survey, titled 'In Our Own Words', was administered online. Over 1,000 responses were obtained (n=1,403). Results included that over four fifths of respondents reported that they thought sexual violence in student communities was a problem (Thursdays in Black, 2017a). The report identified that 83% of respondents had experienced some form of sexual harassment during their time in tertiary education (Thursdays in Black, 2017a). This proportion was not statistically significantly different for Māori students (86%).

The Thursdays in Black campaign

The Thursdays In Black campaign works to 'raise awareness and progress towards a world without rape and violence' (Thursdays in Black, 2017b). TIB is an international campaign that was originally launched by the World Council of Churches in the 1980s as a form of protest against rape and violence.

The New Zealand University Students Association (NZUSA) and Tertiary Women New Zealand (TWNZ) first adopted TIB in 1994. TIB was launched as an information-raising campaign on campus. As funding for the national student movement reduced in the late 1990s, the campaign discontinued (Thursdays in Black, 2017b). In 2016, TIB was officially re-launched across all universities in New Zealand (including Lincoln University) by the NZUSA and TWNZ.

¹ A student union is a student organisation present in many tertiary settings. The student union is often provided with its own building on the campus, dedicated to social, organisational activities, representation, and academic support of the membership.

Since 2016, TIB at Lincoln University has held a number of events and maintained a regular presence on campus. Early in 2017, TIB developed from being a campaign led by staff, to being student-led (with the support of staff). Examples of activities that TIB organised in 2017 include: TIB stalls at Lincoln University; TIB posters around campus; S.A.R.A. (Sexual Assault Rape Awareness) week; Denim day (people encouraged to wear denim in order to raise awareness of rape and sexual assault); and Pink shirt day (aiming to create communities where all people feel safe, valued and respected).



TIB stalls at Lincoln University 2017

Evaluation methods

The objectives of this evaluation were to determine the reach and impact of the TIB campaign at Lincoln University, and to document what worked and what challenges were encountered when developing the TIB campaign at Lincoln University. Both qualitative and quantitative methods were used for data collection. Key stakeholders were interviewed (n=5) to gather data on the implementation and development of the TIB campaign at Lincoln University. An email invitation to complete an online survey was sent to approximately 1,800 students with 208 responses received. Although not the intended target group, some Lincoln University staff also completed the survey. The survey link was open between 4 October 2017 and 20 October 2017. While the results are not representative of the overall Lincoln University student population, they provide a useful indication of the reach and impact of the TIB campaign at Lincoln University.

Qualitative data were collected by semi-structured interviews with key actors. This approach was chosen because interviews work well when new and unknown information is being sought. Semi-structured interviews also make use of the flexibility of the qualitative research process, as understandings that are developed early on can be carried forward into subsequent interviews, thereby drawing out more detail as new issues come to light (Green & Thorogood, 2014). The semi-structured interviews used open-ended questions based on areas of interest. Interviews also explored any other issues brought up by the interviewees. The data were coded and analysed using a systematic iterative thematic approach to identify recurring patterns (Green & Thorogood, 2014; Liamputtong, 2013; Pope, Ziebland, & Mays, 2000).

The key actors interviewed were:

Jayne Smith	Personal Trainer and Ways of Wellness Manager, Lincoln University
Kate Maxwell	Fitness and Wellbeing Consultant, Lincoln University
Zirvana King	Chairperson, TIB (Lincoln University Student Society)
Josh Ryan	Treasurer, TIB (Lincoln University Student Society)
Danyon Thomas	President, Lincoln University Students Association

This evaluation was reviewed against the Health and Disability Ethics Committee (HDEC) flow-chart and did not meet the criteria for requiring HDEC review².

² because it did not involve human participants recruited in their capacity as:

- consumers of health or disability support services, or
- relatives or caregivers of such consumers, or
- volunteers in clinical trials; or
- human tissue; or
- health information.

The requesters of the evaluation took responsibility for determining any Lincoln University requirements around (1) ethics review processes for the evaluation specific to Lincoln University, and (2) sending the survey link via the LUSA database. The requesters informed the Information Team that there were no ethics review requirements specific to Lincoln University for this survey.

Key findings - survey highlights

Over two hundred people responded to the email invitation to students at Lincoln University to complete the online survey (n=208). In terms of context, the survey took place following a widely reported assault at Lincoln University in September 2017 (O'Callaghan, 2017). Although these results are not representative of the overall Lincoln University student population, as respondents are self-selected, they give a useful indication of the reach and impact of the TIB campaign at Lincoln University. A limitation of the survey is that although not intended to be within the sampling frame, some Lincoln University staff completed the survey. It is not known what percentage of the respondents were staff.

In terms of living situation, over 40 percent of the respondents lived in their own home or the family home (41%), and over a third lived in rental accommodation (including flatting with others, 38%). Almost one fifth of respondents were living in a university residence (19%) with the remainder living in a homestay situation.

Over 60 percent of respondents were female (64%), over a third of respondents were male (34%), and four identified as gender diverse (2%). The highest proportion of respondents was aged 18-24 years old (49%). One tenth of respondents considered themselves to have a disability.

Of the 208 respondents, almost four fifths reported that they were aware of the TIB campaign (78%), 17% were unaware and 5% of respondents were unsure if they were aware of the campaign (n=10). The 162 respondents who were aware of the campaign were asked to indicate which TIB activities they were aware of. The most common response was the TIB posters around campus (87%), followed by the TIB stall at Lincoln University (66%), Denim Day (52%), SARA (Sexual Assault Rape Awareness) week (52%), Pink shirt day (49%), and TIB chalk messages around campus (48%). Denim day, SARA and Pink shirt day campaigns were delivered under the umbrella of TIB at Lincoln University.

Key results included:

- Over 90 percent of respondents indicated that they thought the Thursdays in Black campaign at Lincoln university was very effective, effective or somewhat effective (91%).
- Over three quarters of respondents agreed that the Thursdays in Black messages were helpful (76%).
- Three quarters of respondents agreed that for the campus as a whole, the Thursdays in Black campaign at Lincoln University had been valuable (75%).
- Over half of respondents agreed that for them, personally, the Thursdays in Black campaign at Lincoln University had been valuable (57%).
- Over half of respondents indicated that they had had a conversation about the Thursdays in Black campaign (52%).
- Almost half of respondents indicated that they had done activities or things as a result of what they had seen or heard from Thursdays in Black (for example worn black on a Thursday) (49%).
- Over a third of respondents agreed that they had changed their attitude as a result of the Thursdays in Black messages (44%).

- Over one fifth of respondents agreed that they had changed a behaviour as a result of the Thursdays in Black messages (24%).

Over 90 percent of respondents indicated that they thought the TIB campaign at Lincoln university was very effective, effective or somewhat effective (91%). Twenty-three respondents provided a free text comment, following this question, 'How effective do you think the Thursdays in Black campaign is at Lincoln University?'. A number of students commented that '*I think it is a great campaign*'. This included that the campaign was a good conversation starter.

'Really good to just get the conversation started.'

Other students commented that attitudes at Lincoln University are still a problem and that the campaign continues to be needed.

'Some of the behaviour and attitudes in the Halls does not seem to have changed, despite your efforts.'

A number of respondents commented specifically on the fact that an assault had been reported in the residential hall at Lincoln University mid-September 2017 (O'Callaghan, 2017).

A number of respondents commented that awareness of the campaign is increasing and that the TIB campaign continues to be needed.

'People are becoming more aware of the campaign however I feel there is still work to be done, most of this will come with time.'

'I think after another year or so it will become more known and more people will want to be involved which will be awesome!'

Success factors for the Thursdays in Black campaign

Seventy-six respondents provided an answer, to the free text question, 'What do you like best about the Thursdays in Black campaign?'. Success factors identified for the Thursdays in Black campaign included: increasing awareness about sexual violence; the campaign has an important message; the campaign has high visibility around campus; the campaign starts a difficult conversation; and the campaign is delivered appropriately.

Increasing awareness about sexual violence

The largest number of respondents reported what they liked most about the campaign was that it was increasing awareness of the problem of sexual violence. Some respondents commented that the campaign raised their awareness of the link between sexual violence and drinking alcohol. Others reported that their new knowledge on how to deal with sexual assault was empowering.

'It's raising awareness, making you think about the harder questions and see what is actually going on around you, with your friends and family.'

'It promotes and raises awareness of this issue, so that it creates a stigma...'

'It is an important topic to raise awareness about and very relevant to people. I think a lot of people's view of what is considered acceptable behaviour is decided by their peers and culture and it is important to address potentially abusive cultures.'

'It makes you think about your actions and drinking.'

A number of respondents reported they found that the information provided by TIB, including on how to deal with sexual assault, was empowering.

The campaign has an important message

Some respondents reported that what they liked about the Thursdays in Black campaign was the important message of the campaign, 'to raise awareness and progress towards a world without rape and violence'.

'It's simple, effective and spreads a very important message.'

'The Thursdays in Black message is great.'

The campaign has high visibility on campus

The high visibility of the Thursdays in Black campaign around campus was identified as something that respondents liked about the campaign. Comments included that the consistent, repetitive messages were helpful reminders to students and staff.

'I like that Thursdays in Black is everywhere! What you see over and over becomes normal!'

'I like the chalk writing around campus. I think it's a good way to spread awareness and I always take time to read the messages when I come across them.'

'I like that Thursdays in Black is obvious around campus.'

'I like that Thursdays in Black doesn't go away, it remains a constant reminder to staff and students.'

The campaign starts a difficult conversation

A number of respondents commented what they liked about the Thursdays in Black campaign was that the campaign starts a difficult conversation about sexual violence.

'It starts the conversations happening on campus.'

'I like that Thursdays in Black is a start for a very difficult conversation to have. Especially with the male culture the way it is in Lincoln, it is important to bring these subjects to their attention...'

'It hopefully gets people talking about sexual abuse and being aware of what it is.'

'Making people more aware of their actions and getting people to talk about rape and sexual assault.'

One respondent commented that the campaign helped to reduce the stigma associated with discussing/reporting sexual assault.

'Breaking down the stigma of talking about sexual assault.'

The Thursdays in Black campaign is delivered appropriately

Some respondents commented that what they liked about the Thursdays in Black campaign at Lincoln University was that the method of delivery of the campaign was appropriate. Reasons respondents gave included that the campaign was seen as subtle, inclusive, and non-judgemental; students are involved in the delivery of the campaign; the campaign has regular promotions; and the campaign provides giveaways.

'An important message delivered subtly.'

Respondents viewed the campaign as an inclusive and non-judgemental, way to increase their knowledge about the issues surrounding sexual violence without being judged.

'Open space to ask questions without feeling incompetent for not knowing how to deal with sexual assault... issues on campus.'

'I know that [Thursdays in Black] involves everyone on campus.'

Respondents liked that students were involved in the delivery of the campaign.

'Students delivering a message to fellow students.'

Recommendations for the Thursdays in Black campaign

Fifty-three respondents provided an answer, to the free text question, 'Do you have any recommendations for the Thursdays in Black campaign?' Recommendations included: more promotion of the Thursdays in Black campaign; keep doing what you are doing; be more interactive/provide training for students; have a component of the Thursdays in Black campaign that specifically targets students living on campus; have student role models visible on campus; and to link TIB with other campaigns/mental health campaigns. Below are the recommendations with those most frequently mentioned presented first.

More promotion of the campaign

The most frequent recommendation was that there should be more promotion of the Thursdays in Black campaign. Some respondents gave specific examples of ways the campaign could be promoted, for example:

- more promotion of the 'sexual harassment scale'
- more movies
- selling Thursdays in Black T-shirts, '*...so more people would wear them*'
- more advertising of Thursdays in Black/greater clarity about what the Thursdays in Black message is
- greater student buy-in, '*change it up*'
- more activities, and
- include aspects of the campaign as part of student orientation.

'I believe that the 'sexual harassment scale' in the Thursdays in Black workshop is great and should be promoted more! Few understand that cat calling is harassment for example.'

'More activities which are publicised highly.'

Keep doing what you are doing

A number of respondents commented that TIB should keep doing what they are doing. Reasons given for this suggestion included that they believed the repeated message of Thursdays in Black can change attitudes, and there needs to be more awareness around sexual violence.

'Keep at it, a repeated message can change attitudes...'

'Keep up the great work guys! There needs to be more awareness around sexual assault and violence.'

Provide TIB training to students

Some respondents commented that TIB could be more interactive. One suggestion was that TIB could provide training to students, for example during orientation week. It was felt that training needed to be in person, rather than online. Content could include discussion about sexual assault and consent.

'I feel that training needs to occur. Each year when the students enter the halls it would be very useful to have a mandatory discussion about sexual assault on campus and the realities of consent. It may be a difficult topic for some but it needs to happen.'

'Mandatory 'anti-rape' conversation at the orientation meeting for all halls students would be a good start.'

Another suggestion was to provide a workshop on sexuality, specifically for students on campus. This could be provided either in person or online, as both means of communication would have their advantages.

'...it may not be an 'in person' workshop but even just dedicating a website tab on the LUSA student life page would be useful... a frank discussion about sex might be scary so having a webpage to click on in privacy may be useful.'

Have a component of the Thursdays in Black campaign that specifically targets students living on campus

A number of respondents commented that TIB could include a component of their campaign promotion specifically aimed at students who are living on campus. Suggestions included facilitating discussions about sexual assault and consent each year as part of orientation at the student halls. One respondent suggested to, *'somehow get the boys in the halls involved.'* Another suggestion was that TIB provide information for residents in student halls on how to get help for victims of sexual assault.

'It would be good for those in halls to be made aware of services and helplines for victims to get help. I'm not in halls this year but I don't specifically recall connecting that Thursdays in Black was a good avenue of help for friends who were dealing with sexual assault.'

Student role models visible on campus

Some respondents suggested finding on-campus student role models who could be promoted as part of the campaign, for example a poster with a photo of the student role model and an appropriate quote. Respondents made the point that both the role model and the language must resonate with the target audience, *'...for example what to do when you're drunk ... – using language and role models that resonate with the target audience.'*

'Get some guys involved who are passionate about respecting women. Have them be role models for the young men on campus. Modelled behaviour is very powerful...'

'I would say that the kinds of people this appeals to are the kinds of people who already respect women. You need to find out what the kind of blokes who think this kind of campaign is 'gay' think of it. What kind of messaging do they respond to? More education about alternatives in certain situations, like the 'bloody legend' type drink driving ads, are probably more useful than just expressions of indignation.'

Linking Thursdays in Black with other campaigns

A number of respondents suggested TIB link with other campaigns, such as the #MeToo³ campaign and mental health campaigns.

'Latch on to the current #MeToo campaign. Continue to provide a space for young people to come forward.'

Respondents also commented that TIB would benefit from linking with a mental health perspective.

'It should have in mind more mental health and the norm about how men are 'supposed' to be macho and not care about feelings. I think that is a big problem and part of the reason we see rape and violence.'

³ #MeToo spread virally as a two-word hashtag used on social media in October 2017 to denounce sexual assault and harassment.

Key findings - qualitative interviews

Qualitative data were collected from five key actors who were involved in the implementation and development of the Thursdays in Black campaign at Lincoln University. Interviews took place between September 2017 and December 2017. The majority took place following a widely reported assault at Lincoln University in September 2017. One interviewee was interviewed twice, once in September (Jayne1) and a follow up interview in December (Jayne2), to capture changes in the delivery of TIB over this time.

How key actors became aware of the Thursdays in Black campaign

Interviewees reported that they became aware of TIB from promotion of the campaign by the New Zealand Union of Students' Association (NZUSA) and from the delivery of TIB at Lincoln University.

The New Zealand Union of Students' Association (NZUSA)

Funding for TIB to be delivered at Lincoln University was received early in 2016. Jayne Smith, Personal Trainer and Ways of Wellness Manager at Lincoln University, was asked to deliver the campaign on behalf of the Lincoln University Students' Association (LUSA).

Last year [early 2016]... I was having a conversation with the LUSA President at the time... she was aware that I was wanting to do something in the space of violence and changing that conversation in our campus community, she had just come back from an NZUSA meeting, which LUSA is a part of, and she said they were bringing back TIB and had funding, and that they were wanting to really put that back through the Universities and was I interested in delivering that on behalf of LUSA, and I said yes I would be absolutely keen. (Jayne1)

TIB at Lincoln University

Key actors in the delivery of TIB at Lincoln University reported that they first became aware of TIB from the delivery of the campaign at Lincoln, and subsequently became involved in the delivery of the campaign themselves.

It would have been when my friend and I first explored the campus and we went into the library and Kate was there with her stall that she does in the library every Thursday... she asked me if I wanted to put my name down and I said I was going to think about it. And then I saw her at Clubs and Markets Day and put my name down then. (Zirvana)

So it would have been beginning of last year when I was a Residential Assistant (RA) [in student campus accommodation] for the first half of last year and Jayne Smith introduced us RAs to the campaign and spoke to us a bit with what it was about. (Danyon)

The Clubs and Markets day first semester. Just walked around and saw the stall and thought, yeah looks good... I can't see why you wouldn't want to support something like it[TIB], so I thought, do something. (Josh)

Motivation to adapt and deliver TIB at Lincoln University

Finding out about TIB in general and TIB at Lincoln University motivated the key actors to be involved in increasing awareness of the campaign. This motivation came from: a view that the culture across tertiary institutions needs to change; belief that tertiary education is not just about teaching academic subjects but also life skills; and participation at a TIB symposium at Victoria University, in November 2016.

View that the culture across tertiary institutions needs to change

The campaign message, that the culture at tertiary level needs to change, resonated with the key actors' experience of tertiary study.

..when I started working here last year Jayne and a few others from Lincoln had just got back from a wellbeing symposium up in Wellington and TIB was one of the things that was talked about... having just come from University it was something I was very aware of so I was more than happy to help stand in that area... I went to Otago University... it happens everywhere, but stories from friends and blurred lines and grey areas, and even just things like cat calling or somebody grabbing your bum in town... you hear a lot of stories and witness a lot of things. (Kate)

I thought TIB was brilliant because it is a big issue and that fact that it was really easy to find, didn't have to look and just came across it, and to know that that was on campus was actually really nice. I was quite impressed... me and my friends actually all joined when we could. And talking to Kate as well. She explained to me what it was and what Thursdays in Black stands for. (Zirvana)

Another motivation for being involved in TIB was realising there were no procedures about how to respond to assaults on campus.

.. in December 2015 or January 2016, we had a sexual assault occur on the very edge of our campus... And the young lady was out jogging, got assaulted... she fought and ran away, and the Police never found the offender. I waited to see what the organisation would do about that. What messaging were they going to tell us about that. And nothing happened. There was no messaging... it's not good enough... we don't talk about it and therefore we don't have procedures for it, and therefore everyone gets a bit awkward about it... (Jayne1)

Key actors discussed their observations that following assaults on campus, there was an awkwardness and lack of openness around the topic of sexual assault, including what support is available on campus.

... you know something's happened, and the reason that we'll know is we won't see any accommodation staff around or Health Centre staff, and you know something's going down... and students make comments... they're supporting a friend, something happened... And it's the fact that people just don't talk about it... (Jayne1)

Belief that tertiary education is not just about teaching academic subjects but also life skills

Interviewees reported that a motivation for being involved in the delivery of TIB on campus was a belief that tertiary education is not just about teaching academic subjects but also life skills.

...they're 18... we know that their brain hasn't developed, it's not 'til what 24, 26. They're not making good choices. Alcohol comes into it, drugs... And I think in tertiary environments it is about us teaching them everything, not just how to be really good at science. It's actually about life. (Jayne1)

Participation at a TIB symposium at Victoria University, November 2016

The TIB symposium at Victoria University in November 2016, run by NZUSA, was a key driver as it provided the motivation, background knowledge and tools necessary for TIB to be delivered at Lincoln University.

...we had been up to Victoria University symposium... it was talking about violence and sexual assault in the tertiary sector... there's some really confronting statistics... so when we came back ...the group of us going right, well it's up to us Canterbury, we've learnt this stuff now... We actually have to do something with it. (Jayne1)

Process of starting TIB campaign at Lincoln University

The initial aim of the TIB campaign at Lincoln University was simply to be able to have a conversation about sex and sexual assault.

... just trying to get to where we could have a conversation about sex, sexual assault, violence, what does that look like?, some of the statistics... if we're more aware of it, maybe there is going to be more bystander intervention and perhaps stop some of the stuff happening. (Jayne1)

Collaboration to deliver TIB at Lincoln University

There has been clear leadership from two key staff at Lincoln University in the tailoring of the TIB campaign and delivery at Lincoln University. However, it was acknowledged by interviewees that there needs to be a level of collaboration throughout Lincoln University to deliver the programme effectively. Interviews indicate that while Recreation Centre staff have led the TIB campaign delivery, there was collaboration with LUSA, Health Centre staff and Residential Assistants.

...we work really hard making sure our Health Centre's involved, the Student Association, all the people that need to be involved. We're quite good at that collaboration... We don't own it, we try to make everyone realise they all own it. So we started at our Clubs and Markets Day and we were probably the first university I guess, from what I hear. (Jayne1)

[first impressions were]...really positive and as a collective of RAs, we definitely wanted to get on board and get in behind and support the awareness phase of it... Jayne and Kate painted it as quite a good story and it seemed like a good fit with some of the other

discussions we've been having about, making sure that there was good behaviour in the halls in terms of actually thinking about your actions... So it fitted well. (Danyon)

...we quite often work quite closely with the Health Centre 'cos of course a lot of what we do can trigger people... I've had plenty of people make comments about how they think it's a good idea and that they think what we're doing is really good. (Zirvana)

Success factors

Key actor interviewees reported a number of success factors for the delivery of TIB at Lincoln University. Success factors included:

- TIB is an evidence based campaign
- TIB is a student society and is becoming increasingly student run
- the students running TIB have strong staff support
- there is high visibility of TIB on campus
- TIB is a conversation starter
- there is a clear goal to increase awareness of TIB at Lincoln University
- the training and support for delivery of TIB
- the campaign being tailored to the Lincoln University student population
- the slow and careful implementation of the campaign delivery on campus.

Evidence based campaign

Key actors identified that a success factor of TIB at Lincoln Canterbury was being based on best evidence.

It was a national campaign and also a global campaign, and it was actually a body that is for campuses that was heading it. And so this information was going to be valid and of best practice... (Jayne1)

TIB is a student society and is increasingly student run

A further success factor identified by key actors was that staff have supported the TIB campaign to become a student society, and TIB is increasingly student led, with strong support from staff.

...we usually have one or more [student(s) on the stall]. So what Kate's brief this year has been is to create a society. We chose to call it a society as opposed to a club because for us it means it's a bit more long [and] enduring, than a club which comes and goes... we've got some very strong people in that club and generally they'll be people from that club at the stall. (Jayne1)

...I really wanted to make TIB bigger and make it last and get students involved, 'cos students delivering to students is the best way forward, even though a lot of people mistook me for a student... so at the start of this year we started the society, and at clubs and markets day, we got about 20 sign up but about 10 that came regularly to meetings... And so a few weeks ago we had our second clubs and markets day for semester two, and again we had about 20

sign up and about 10 regulars come from that as well. So as of this semester we have a completely student-led committee, president, vice president, treasurer, secretary. (Kate)

The key actors believed that TIB was more approachable as a student run campaign, 'because students are more receptive to other students'.

it's definitely student run for the students now, it's a lot more approachable I think, and a lot more students will want to interact with it because they see that it is a Lincoln student that's there talking about it. (Josh)

...I think having someone who isn't a student try and talk to students about such a serious topic can be quite hard and because we're in a stall and it's such a confrontational topic, trying to be friendly and not intimidating is really important. (Zirvana)

In addition to students taking leadership roles, another advantage of TIB being a society is that it receives funding from LUSA. The students taking the leadership roles in TIB viewed the support from paid staff as essential, due to the competing demands of the leadership roles and academic study.

...there was a semester of working up to it [becoming TIB president], doing stalls, getting to know the other people in the club, and then at the start of this semester I stepped up [to president of TIB] so I run the meetings and plan the events, and Kate still has a really large role in what we do and how we organise everything, because I'm really busy with assignments and trying to get used to living away from home. (Zirvana)

Students involved in leadership roles in the delivery of TIB identified that the benefits of being involved with the running of the campaign included feeling that you are making a positive difference and gaining leadership skills.

[being TIB President] it's made me feel like I can lead a group of people. And it's a really nice feeling to know that I'm trying to make a difference. (Zirvana)

Importance of having staff support

Although all key actors agreed about the importance of TIB being student led, there was also widespread agreement about the importance of staff supporting the students to lead the delivery of the campaign.

Having the staff members there helps a lot because as a student you've got lectures, you've got assignments, you've got things to study for, and it does get really hard to manage it all and then try and run a club on top of it. So having that staff member there means you have someone to go to, I can go and talk to Kate, or we've gone and got a coffee before and just talked about the club and where it's at and what's coming up. And it's someone else to screen posters and everything through. (Zirvana)

High visibility of TIB campaign at Lincoln University

TIB at Lincoln University has a regular stall each Thursday on campus. The TIB stall is usually held for one hour, sometime between 11am and 1pm. The key actors believed having a TIB stall visible on

campus each week increased awareness and understanding of the campaign. All key actors commented that consistent messaging rather than an annual event was key to the success of TIB at Lincoln University, *'just that constant presence on campus...'*

The constant push to get out there and have the consistency of having a stall and it's in the calendar on our moodle site so students see it, students hear about it, just that constant presence on campus... (Zirvana)

Key actors described how they gradually decreased the amount of general wellbeing information at the stall to becoming a completely TIB stall.

... and if people wanted to start a conversation we'd start a conversation, it started off very small compared to what it is now. (Kate)

Some key actors noted a *'surprising level of engagement with the stalls'*. There were a number of success factors for the stall itself, including its consistent weekly presence, having people at the stall that are trained in TIB, having a weekly question with a prize draw, and providing food at the stall. The importance of the TIB students/staff at the stall having TIB training was emphasised. Training included the correct process around directing people to appropriate support.

...most successful hands down has to be the stall... because we get lots of interaction... we do the occasional sausage sizzle that goes really well... I think having people there willing to talk because... Lincoln has such a large international student body as well, and sometimes I've had a few international students come up and ask some questions about what the laws are in New Zealand. And we have a weekly question which sparks conversation, and I think being able to have that conversation helps and you can win prizes so that's always a bonus. (Zirvana)

I think there seems to be good awareness of the campaign... I think a surprising level of engagement with the stalls that have been run in terms of students you wouldn't expect if you were stereotyping to stop and interact... give answering the question a go and enter in the conversation. So I think that's probably been one of the things that's been most surprising and worked quite well, in terms of people are aware of it [TIB]. (Danyon)

I think that what's happened in the past 24 months has been awesome to hear TIB on the radar, and from what I've seen talking to the other student presidents it seems like we've definitely got the most active awareness campaign and the most regular, whereas other places it is a little bit more ad hoc and one off. So I think that's quite exciting as I think that's quite cool that we're ahead of the game for want of a better term. (Danyon)

In addition to the weekly TIB stall, TIB at Lincoln University included TIB posters and using chalk to write messages on paths around campus.

We also do a lot of postering and chalking... for most events we have a bunch of posters. Pretty much every event we do a poster for it, so we've also done quiz nights and other things, and there's a lot of work that goes into S.A.R.A Week 'cos that's five days of events basically. (Zirvana)

.. we put posters up outside the lecture halls and we have the stall in the library foyer, but we can put posters up in the halls buildings which means they do often walk into the building and see it. So we try and make the information as accessible to everyone but those [living] on campus tend to get it a bit more. (Zirvana)

TIB campaign starts a conversation

Key actors identified that asking a weekly question at the TIB stall had been successful in increasing engagement of students and staff with TIB. Examples of questions included what are the support services that you know on campus, or questions relating to sexual assault statistics.

Vanessa from LUSA came up with the idea of having a question... And that was fantastic because we'd give out a random prize, we do a draw... The kind of questions would be, lots of multi choice, so how many women are sexually assaulted or raped do you think? And then it might be like 1 in 10, 1 in 5, and then they'd answer the question. It was a way for us to start a conversation ... it's real simple. (Jayne1)

Another benefit of the weekly questions is to help TIB to gauge the level of knowledge on campus around TIB issues.

Sometimes we'll ask questions like, list all the Support Services that you know are on campus... and that was a bit terrifying 'cos the most on the list we got was two things, and we've actually got five or six. So that was interesting... a prize will be maybe a \$20 voucher to New World... every week. (Jayne1)

..we always have a weekly question as well... it might be statistics, it might be a definition, it might be a theoretical situation, even things like what support services on campus are you aware of, and so by the end of the year last year we had people coming up to us weekly for the week question, 'cos there were prize draws for the weekly question and so people wanted to answer it and get involved. (Kate)

About 20 to 30 people answer the TIB question each week. It is just one way in which people engage with the stall.

...Some people come [to the TIB stall], they know what we're about... they come, they grab some food and they leave again. Some people come, answer the question, don't take anything, leave. Some people come, have a chat for 5, 10, 15 minutes and then go away. (Kate)

Increasing the level of awareness of TIB at Lincoln University

TIB had a goal of approximately 80 percent of the campus being aware of TIB. All key actors agreed that the level of awareness of TIB at Lincoln University had increased by the end of 2017. Examples given of why they thought awareness had increased included not needing to explain what TIB was.

Interviewees described what they believed to be the beginning of a culture change at Lincoln University.

...I do think a lot more people are becoming aware of it [TIB]... an example of that culture change is last year I volunteered to help out with our garden party out here, I got to see a lot of students and a lot of them very, very intoxicated and people... had seen me around campus and knew what my role was... I remember there was a girl walking towards me and a guy ran up behind her and grabbed her bum, and he went 'what a butt', but the girl turned round and it wasn't the girl he thought it was, and his mates behind him started going off, and then they looked up and they saw me and they instantly like oh my gosh what have I done, and even little things like that is really quite rewarding to see... (Kate)

TIB you don't need to explain it... when you have a conversation you don't need to explain it, the fact that you see the students actually engaging with the stall and actually going, I didn't realise that statistic would be that high or things like that... (Danyon)

Training and support for delivery of TIB from TIB in association with NZUSA

Interviewees reported a success factor for TIB at Lincoln University was that there was support from wider organisations including TIB in association with New Zealand University Students' Association (NZUSA). Examples of support from NZUSA included the provision of training in the delivery of TIB on campus and TIB 'starter packs', which included information on how to run a TIB stall, TIB t-shirts, badges and flyers.

New Zealand University Student Association NZUSA, had put together some really good starter packs. For \$100 we got TIB t-shirts, about 250 badges, Māori and English TIB flyers and a way to start at our Markets and Clubs Day... (Janyne1)

...so we get a booklet [from TIB, NZUSA] that explains how to do a stall and how to be in the stall and what can happen, and how to keep yourself and the others behind the stall safe. (Zirvana)

Interviewees reported that the training provided by TIB in association with NZUSA included talking about the values of TIB, and the correct process around directing people to appropriate support, 'you need to have that information in the takeaway format at stalls, because you could have people come up to you saying I've got a friend who's been through this or you can get anyone, any situation can come up and it's hard, but you have to remember that when you're on the stall you're in the position where you can't actually help them, you're that person who directs them where to go...' (Zirvana)

We went to a hui which was held at UC [University of Canterbury] to help us with disclosures and what is our boundary around this, and making sure that we had support services represented always at your stall. (Janyne1)

...we went to a hui about Thursdays in Black campaigns and they talked us through the values, because of course we're presenting on their behalf to the campus. So we have to

make sure we're not being narrow minded or focussing on one part when it's such a broad topic. (Zirvana)

Tailoring the campaign to the Lincoln University student population

Interviewees reported a success factor was that the national and international TIB campaign information was adapted to the needs of the Lincoln University student population. The Lincoln University student population was viewed as unique due to the high number of agriculture students, and a high number of international students.

Not necessarily totally reinventing the wheel. There's loads of fantastic resources out there but using some of that messaging going, does this resonate for you? And asking a number of people on our campus... our more Ag boys, our Commerce girls, our Internationals and our gender diverse, and trying to make sure that the lens is covering all of it and coming up with a way that makes sense for us, because I really believe if we get those students being involved we'll get the buy-in, 'cos those student go back and talk... (Jayne2)

International students seem to really grasp it [TIB] a bit more and want to know more about it because... the whole New Zealand, let's not talk about this... (Josh)

Because of the large international community on campus, we're trying to find ways of making it more reachable to them. So we've talked a lot about getting information in their native languages so then they don't have to try and interpret. (Zirvana)

Taking slow, careful steps to implement campaign delivery on campus

Interviewees reported a success factor for TIB at Lincoln University was that the TIB campaign was delivered carefully, taking slow steps with campaign delivery on campus. The reasons key actors thought this was important were two-fold: firstly, that the ground work needs to be done so the campaign can be delivered in line with best practice; and secondly, the sensitive nature of the topic, 'Cos even if people are aware of it, it's still a conversation that's a wee bit taboo so people still do struggle with it...' (Kate)

It's just progressive. You don't want to go in too fast and scare everyone off... because it's a really confrontational topic and most people have heard of it or know someone or even have experienced it themselves or, so it can be really difficult... either they're really OK to talk about it or they're a bit hesitant or they will not talk to you about it. (Zirvana)

When we first started the stall, half of the table would be all about the Rec Centre, more about our ways of wellness... And we had just a small segment [TIB]... then just over time it became more TIB and less our wellness stuff. (Jayne1)

...anyone trying to set up a campaign on their campus, it is taking it slow because a lot of people want to rush into it and get a big thing started up quite often... but start small because campaigns like this they tend to attract people who are on the passionate side of the topic, so you've got a big room full of people who are like yeah let's make a difference, let's do it, let's do this event and that event, when they need to do the ground work first. (Zirvana)

Examples of successful activities

Interviews commented on a number of successful activities that TIB were responsible for, in addition to the stall. These activities included Denim Day and S.A.R.A. (Sexual Assault & Rape Awareness) week.

Denim Day

TIB key actors were made aware of Denim Day, which is an international campaign. TIB decided to promote the campaign at Lincoln University under the umbrella of TIB. Denim Day was originally triggered by a ruling by the Italian Supreme Court where a rape conviction was overturned because the judge believed that since the victim was wearing tight jeans she must have helped her rapist remove her jeans, thereby implying consent. The following day, the women in the Italian Parliament came to work wearing jeans in solidarity with the victim. The Denim Day campaign was started in response to this case and the activism surrounding it. Since then, wearing jeans on Denim Day has become a symbol of protest against erroneous and destructive attitudes about sexual assault. Community members, elected officials, businesses and students are asked to make a social statement with their fashion by wearing jeans on this day as a visible means of protest against the misconceptions that surround sexual assault (Peace over Violence, 2018).

In 2017, TIB promoted Denim Day by having a barbeque. This included encouraging people to write positive messages on a pair of jeans. Messages written by students included: *'Be strong'* and *'Take care of yourself'*.

.. all we said to them was just to write the kind of language you want to hear in the world [on the jeans], so it was pretty cool to see what people write and what they come up with. (Kate)

S.A.R.A. (Sexual Assault & Rape Awareness) week

S.A.R.A. (Sexual Assault & Rape Awareness) is an on-campus, student-led prevention campaign that promotes healthy, consensual sexual activity and educates the campus community to be an active bystander (someone who observes a conflict, unacceptable behaviour, or unsafe situation and takes steps that can make a difference) and stand up against rape culture. Founded in Canada in 2011 by a student at the University of British Columbia, S.A.R.A. has been continually growing to promote safe consensual activity on campus (University of British Columbia, 2018). The key actors at Lincoln University contacted S.A.R.A contacts at the University of British Columbia to seek permission to promote S.A.R.A. week at Lincoln University. Permission was received and there has been ongoing communication between the two universities.

..we've just had our second S.A.R.A. week... it's an initiative that came out of the University of British Columbia in Canada... I got in contact with them and they went, we'd absolutely love for you to take on board this idea and use it, yeah go right ahead. (Kate)

Lincoln University has had two S.A.R.A weeks. Interviewees reported that key staff were very involved in the initial S.A.R.A. week, however the students took leadership for the second S.A.R.A. week.

So last semester we had our first ever S.A.R.A week which Jayne and I did all the planning and organising, and the [TIB] society helped out, or came to events related, but this time round I went OK well, you're the society you've got to do something with it. Jayne and I of course still helped out... but a lot of it they did themselves. They made their own posters, we had a quiz night, they did their own quiz questions, movie screenings, they got people along to that and stood up and did disclosures and led discussions after it, they're a pretty cool bunch. They do a really good job. (Kate)

The students involved in the S.A.R.A. weeks described this as a highlight, with '... huge, huge engagement with it.'

S.A.R.A. week was definitely a highlight... S.A.R.A. week is a week where we raise awareness... we did a bunch of events. So we did a movie screening and we did a lot of promotion and pushed it and we had reasonable numbers but that was really good because it gets people thinking about it. (Zirvana)

We have the Sexual Assault and Rape Awareness Weeks... a whole week of being able to say what we have to say, makes a bit more space... there was something on every day, we had a sausage sizzle with a stall, we had cakes, hot drinks, more stalls, movie nights, quiz nights... there was a huge, huge engagement with it. (Josh)

Other campaigns

Other campaigns that have come under the TIB umbrella included Pink Shirt day and White Ribbon. Interviewees reported using existing resources from trusted sources that are developed by the organisers of the various campaigns. TIB adapt these existing resources for the specific needs of Lincoln University.

We stick a lot of things on TIB 'cos I think actually a lot of things sit under there. So Pink Shirt comes in under TIB, 'cos that's bullying. White Ribbon comes in under TIB for us and we use a lot of their messaging. Their tool kit's really good at the stall. We blend things that are already existing because they've had the due diligence behind the language... (Jayne1)

TIB works collaboratively with the LGBTQI community on campus, for example by holding a stall together.

And we've just started working with SPACE which is the LGBTQI community on campus... Because they fall under our umbrella, is the term we use.... I mean the first S.A.R.A. week we kept it pretty low key. We did a movie night and we did a quiz.... So the first S.A.R.A. week was just testing the waters and it went really well, so when we did the next one we pushed it a bit more and then we were like aw, SPACE do a stall with us or so that's how that's come. It's just progressive. (Zirvana)

Challenges

Key actor interviewees reported a number of challenges for the delivery of TIB at Lincoln University, which included::

- educating the student population
- training TIB volunteers around best practice for responding to disclosure
- advocating for policies and procedures for responding to assault on campus
- embedding the TIB campaign messages across the campus
- ensuring TIB is tailored to the particular needs of the Lincoln University population
- challenges of transition of TIB delivery in 2018.

Educating the student population

Interviewees reported one of the challenges of adapting and implementing TIB at Lincoln University is that there is a perception that sexual violence is only a female problem; males involved in promoting TIB at Lincoln University have been challenged by students. The view of key actors was this challenge provided an opportunity to educate students that both males and females can be victims of sexual violence, *'You get a few challenges but if you didn't want to get challenged why would you be here, so it's a talking point'*. (Josh)

...there's the wall of, why is there a male in this... It's not really a problem it's just a thing to get over I suppose... Did a bit of talking there [at the UC hui] if the question came up, what's it like being a male in this thing [TIB]... It gives you a bit of a challenge 'cos people don't accept... why is there a male in this when it's only females that are the primary target for it, but it's not. So it's a nice challenge, it helps educate people. (Josh)

...we had the occasional confrontation, both from male and female to us at the stall. I've had guys come up to me and tell me this is a female only problem, why do we need to know about this and... 'Cos we've got quite a few guys in our society as well, and they've had girls come up to them and challenging them as to why they're standing in this space because it happens to girls so much more than it happens to guys... And it's like what do you mean, like it happens to everybody. (Kate)

People disclosing – how to handle

Interviewees reported a challenge of delivering TIB at Lincoln University was understanding how to handle people disclosing that they are survivors of sexual violence, *'... it can get really heavy because everybody knows that you are in that space. So they'll tell you stuff...'* (Jayne2)

We've had a lot of people who've alluded that they're a survivor... they'll come up and they'll go, we really love that you're doing this. We think it's really, really important and I'm a survivor... So that's as much as they can engage with but they are really appreciative. (Jayne1)

We'll often will make sure that there's more than one person there [TIB stall], because you've got that support and we keep the stall in the open so it's where people are... (Jayne1)

I've had a few people open up to me because they know of the position I'm in [President TIB] ... but most of my friends are really supportive and it does lead to a lot of really interesting discussions between our group. (Zirvana)

Advocating for effective policies and procedures responding to assault on campus

Interviewees reported that a challenge for TIB was advocating to get effective policies and procedures in place at Lincoln University for when there is an assault on campus. Interviewees reported that because TIB had raised awareness of sexual assault and helped students and staff have conversations about sexual assault, this may assist Lincoln University to develop appropriate policies and procedures.

...we've been working on sexual harassment policies for the campus... I think there's been a bit of resistance there and can sometimes feel a bit hard moving forward. I think with a topic like this a lot of people, and again not just Lincoln, like every university, people don't like to admit that there's ever a problem... it can be a wee bit challenging at times. (Kate)

...from what I've seen talking to the other student presidents it seems like we've definitely got the most active awareness campaign... I think that gives us the opportunity to start doing some of the other changes around implementing policy around how actually to approach responding to sexual violence or how we approach prevention, that we don't have at the moment... (Danyon)

It was noted that the recent widely reported assault at Lincoln University (O'Callaghan, 2017) had increased the urgency to develop effective policies and procedures, for when there is an assault on campus.

...there has been an incident and that has brought a lot more awareness into the space, and urgency... perhaps that is going to make some change... we've been having these conversations around the space and it's still shocking because people still want to deny that sexual harassment and assault occurs in this age group... (Jayne2)

I think TIB has given an agency for people to speak about it ... if we'd only been going a year I think it would have been too short 'cos it's still a bit taboo and there's a stigma there, but having that timeframe I think allowed it to actually be OK to talk about it. (Jayne 2)

A number of interviewees reported they believed the recent assault on campus highlighted the inadequacies of current policies and procedures at Lincoln University.

For me the organisation has reacted too slowly. There was the lack of reminding our community about the support that is available... most of us heard about it by reading it in the paper...we just didn't have the information there... there was no reminder to students of all the locations on campus where they could get support. 'Cos it can trigger people who haven't reported something... (Jayne2)

There was a belief reported by interviewees that if Lincoln University developed clear policies and procedures around sexual violence and made the policies widely known, this would send a clear message that would help to stop sexual assault on campus.

Embedding the TIB campaign messages across the campus

Interviews revealed there were some challenges in developing training and embedding the TIB message across campus. The main challenge appeared to be ensuring the key people agreed who should deliver this training to students and staff, and how often. Interviewees reported a belief that to be effective, TIB education needed to be repeated throughout the year.

Let's talk about how we're going to do some education of staff and students. What is it going to look like for us? ...you cannot deliver something once and think, we did that in Orientation so they should get it. You need to be delivering it every term, and it might just have a different wrapper around it, but you're still basically delivering your respect, your consent, your healthy relationships, how do we be a good bystander and you deliver it again and you deliver it again... (Jayne2)

Interviewees discussed some of the potential advantages of having local faces delivering the education, such as a familiar face presenting TIB, and the training being provided peer to peer.

...it's quite cool if it is people who are based here you see regularly delivering it. It's a bit more peer to peer... and hopefully would increase buy-in and you'd see John who was a student who'd delivered training in their first year... (Danyon)

Ensuring TIB is tailored to particular needs of the Lincoln University population

Interviewees reported the challenge of ensuring that TIB was tailored to the particular needs of the Lincoln University population. This included, in particular, targeting the campaign to the large number of international students and agricultural students at the university.

...there's such a huge international cohort that it adds a whole other dimension to it in terms of the cultural barriers, the cultural differences that come with it and that all kind of fits into the picture as well, in terms of painting that picture of what's normal here... And that might not be an issue for some of the other universities.... (Danyon)

I think particularly being Lincoln University, we're largely rural and a lot of the stereotypes of Lincoln would be your big macho men, gumboot wearing, farmers... it's quite cool to see now... we ask people, have you heard of us, and you've got these big burly men going... what is it, can you tell me what's it's about... it's about sexual assault and it's like aw yeah, yeah it is, so people that we wouldn't necessarily assume would be taking messages like that and actually are. (Kate)

Interviews revealed the importance of targeted messaging for particular groups within the student population. In addition, the importance of testing messaging prior to delivery was emphasised.

Transition of TIB delivery in 2018

TIB was in transition at the end of 2017 as previous key actors were in the process of handing TIB over to LUSA. It was not known at the beginning of the evaluation that TIB was going to be handed over to LUSA in 2018. In 2018 NZUSA received an ACC contract for sexual violence prevention. The LUSA president acknowledged that previous TIB work had created a good platform for LUSA to build on. As part of the ACC contract NZUSA have appointed field officers to work in tertiary education institutions across Canterbury.

The New Zealand Union of Students' Associations based here and the ACC contract that they've got around sexual violence prevention, I think that will give a good platform to really build on things. That's been the struggle... it's an important issue that no-one really knows how to approach it, and I think that's where it's been awesome having Jayne and Kate who have the time to dedicate to doing some really cool initiatives, drawing on some different resources to really get some cool things up and running and some clear messaging...
(Danyon)

The key actors involved in implementing TIB discussed the emotions associated with handing over TIB to LUSA, after being passionate advocates for the campaign. They reported that would like the campaign to continue, with those taking over the delivery of TIB learn from the challenges and success factors identified to date.

What we want is whoever does TIB, continues to do it, builds on it makes it better, and if we can help with that. But we don't want it to die... (Jayne2)

The LUSA president believed that TIB has reached a good level of awareness and observed that he would like to see TIB more student driven to work towards producing a culture change at Lincoln University. He also noted that he would like to see TIB continue to advocate for the necessary policies and procedures around sexual assault at Lincoln University.

I think we've reached a good awareness phase... but I think now the next bit that we need to work on is really making it a bit more student driven but really students taking ownership of it and going, yeah this is something we now know about thanks to the work that Kate and Jayne have done, but we will take this and run with it and really take the next steps in terms of making sure that the institution recognises sexual assault and violence as an issue and... students buying into it by taking ownership of, we want to make that culture change...
(Danyon)

Concern was expressed about 'not dropping the ball' on delivering TIB at Lincoln University as Lincoln University staff hand TIB over to LUSA for 2018.

Summary and recommendations

The Thursdays in Black campaign has had high visibility at Lincoln University. The campaign is seen by students as important because it increased awareness about sexual violence. Students reported that the information provided by Thursdays in Black, including on how to deal with sexual assault, was empowering. TIB was seen as starting a difficult conversation on campus. Of 208 respondents to a survey sent to the Lincoln University student population, almost four fifths reported they were aware of the TIB campaign (78%). High proportions of respondents to the survey who were aware of TIB agreed that the campaign at Lincoln University was effective (91%), helpful (76%), and valuable (75%). Almost half of respondents reported they had done activities or things as a result of what they had seen or heard from TIB (49%). Success factors for the campaign included that respondents liked the constant, repetitive TIB messages that were viewed as helpful reminders to students and staff; and liked that the campaign was delivered appropriately. Reasons respondents gave for why they thought the campaign was delivered appropriately included that the campaign was seen as subtle, inclusive and non-judgemental; students are involved in the delivery of the campaign; and the campaign has regular promotions.

Interviews with key actors revealed a number of further success factors for the delivery of TIB at Lincoln University. These success factors included: TIB being an evidence based campaign; TIB being a student society, which is becoming increasingly student run; that students running TIB had strong staff support; having a clear goal to increase the awareness of TIB at Lincoln University; tailoring of the campaign to the specific Lincoln University student population; and taking slow careful steps to implement campaign delivery on campus. Key actor interviewees reported a number of challenges for the delivery of TIB at Lincoln University. Challenges included: educating the student population about TIB; training TIB student volunteers around best practice for responding to disclosure; advocating for policies and procedures for responding appropriately to assault on campus; embedding the TIB campaign messages across the campus; and ensuring TIB is tailored to the particular needs of the Lincoln University population.

Recommendations:

The following recommendations are made on the basis of the evaluation findings:

- That TIB continue to build on high levels of awareness at Lincoln University by maintaining a regular presence and high visibility on campus.
- That TIB continues to advocate for appropriate policies and procedures at Lincoln University for responding appropriately to assault on campus.
- That the Lincoln University Students' Association continues to work with the key staff involved in the implementation of TIB at Lincoln University, throughout the transition of the delivery of TIB, to ensure that previous successes of TIB at Lincoln University are built on.
- That TIB delivers education programmes for all students at Lincoln University, with some targeted programmes, including programmes targeted to students living on campus and programmes targeted to international students.

References

- Green, J., & Thorogood, N. (2014). *Qualitative methods for health research. 3rd ed.* London: Sage.
- Liamputtong, P. (2013). *Qualitative research methods.* Melbourne: Oxford University Press.
- National Union of Students. (2010). Hidden Marks. A study of women students' experiences of harassment, stalking, violence and sexual assault. United Kingdom: National Union of Students.
- National Union of Students. (2015). Talk about it. Australia: National Union of Students.
- O'Callaghan, J. (2017). Teen charged with Lincoln uni halls sexual assault, *The Press*. Retrieved from <https://www.stuff.co.nz/national/crime/96984476/teen-charged-with-lincoln-uni-halls-sexual-assault>
- Peace over violence. (2018). Denim day. Retrieved 18 January, 2018, from <http://denimdayinfo.org/about/>
- Pope, C., Ziebland, S., & Mays, N. (2000). Qualitative research in health care: analysing qualitative data. *BMJ*, 320(114).
- The University of British Columbia. (2018). S.A.R.A. (Sexual Assault Rape Awareness) UBC Okanagan's Sexual Assault and Rape Awareness Campaign. Retrieved 30 January 2018, from <https://saraubco.wordpress.com/>
- Thursdays in Black. (2017a). In our own words - students' experiences of sexual violence prior to and during tertiary education. Wellington: Tertiary Women New Zealand and the New Zealand Union of Students' Associations
- Thursdays in Black. (2017b). Thursdays in Black Aotearoa, Whakapapa of the campaign. Retrieved 26 September 2017, from <http://www.thursdaysinblack.org.nz/whakapapa>
- University of British Columbia. (2018). S.A.R.A. (Sexual Assault Rape Awareness) UBC Okanagan's Sexual Assault and Rape Awareness Campaign. Retrieved from <https://saraubco.wordpress.com/>