



MAKE YOUR MOVE: Bar Workshop and Consent Social Marketing Campaign

Montana Coalition Against Domestic and Sexual Violence
R1 2016-2017
\$49,739

Montana Coalition Against Domestic and Sexual Violence in Helena, MT partnered with MAKE YOUR MOVE | End Sexual Violence to develop resources on promoting healthy sexual behavior that fosters mutual respect and safety through consent education with materials that are culturally relevant to Montanans. They helped reduce sexual violence in high-risk public settings where alcohol is present by providing free training to alcohol-serving establishments and festival staff.

Communities

Adults
Bystanders
Co-workers/
Colleagues
Men
Students

Women
Youth/Adolescents/
Young Adult

Products:

Resource: Make Consent Explicit
Toolkit: 7 posters, 2 audio ads, 1 video ad

Resource: Make Your Move! Bar Workshop Toolkit

System:

Colleges/Universities
Restaurant/
hospitality industry

Level:

Local
State



Enhance Partnerships

Partnered with Make Your Move Missoula. Staff met with the Missoula Tavern Association, the Missoula Underage Substance Abuse Prevention Team, the DUI Task Force, the Business Improvement District Advisory Board, and the Justice System Response Team.



Educate & Train

Trained 2 bars during this grant period with an additional 1 trained following the conclusion of the grant cycle and more on-going.



Provide Resources

Provided the toolkit along with handouts and supporting materials to the bars and establishments trained.

Strengthen Policies

Helped bars identify and strengthen specific policy strategies for sexual violence prevention in their establishments.



Learning Circles

Fielded calls from other bar education programs in DC, Arizona, and Kansas to discuss the project. Presented at the Montana Coalition Against Sexual and Domestic Violence in 2017 as well as at the Montana Alcohol Education Summit in 2017.



Measure Impact

Interviewed 6 stakeholders in a neighboring rural county and facilitated focus groups with 21 teenagers. Five partnering colleges conducted 8 focus groups.

A bar patron survey yielded 320 responses to help inform the workshops. Survey data showed 84% of respondents reported being harassed at a bar in 2016 most often by sexist comments being made or being touched in a sexual manner without permission.

The Bar Workshop also conducted pre and post-test as part of the curriculum.

What's next:

Since the grant cycle, Make Your Move Missoula trained 4 additional establishments, presented at the 2017 Chrysalis Network, and hosted community luncheons during Great Fall's 2018 No More Week and the 2018 Montana Tavern Association's Annual Convention. PreventConnect also spotlighted the campaign via a 2018 podcast.

Contact:

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