



Soteria Solutions™
Activating Bystanders, Igniting Change.

Know Your Power® Bystander Social Marketing Campaign

Reduce Sexual and Relationship Violence and Stalking in your School

An image-based social marketing campaign, **Know Your Power** portrays realistic and provocative scenarios that highlight the important role of all community members in ending sexual and interpersonal violence and harassment.

Proven Effective

Evaluations have shown that Know Your Power:

- Is effective in raising awareness of the problems of sexual and interpersonal violence and harassment.
- Increases knowledge of how to safely intervene.
- Increases both the willingness and likelihood that bystanders will intervene when sexual or interpersonal violence or harassment occur.

Used by more than 200 colleges.
Adapted and piloted in both high school and military environments.
Workplace adaption underway.

Customizable to Meet Your Needs

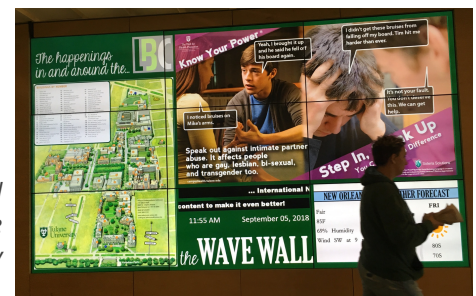
- Level 1** Choose from over 20 images, and a wide range of media including table tents, posters, computer digital images, website images, postcards, bookmarks, and full-side bus wraps.
- Level 2** Images can be customized for your campus, including logo, mascot, slogans, and colors.
- Level 3** Our staff will visit your campus and facilitate focus groups to help you create customized images for your community.



Choose from
over 20 images



KYP on digital
screens at Tulane
University



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Soteria Solutions is the exclusive distributor of Know Your Power.

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More details about the **Know Your Power Bystander Social Marketing Campaign**

The Know Your Power Bystander Social Marketing Campaign raises awareness about the problem of sexual and interpersonal violence and harassment.

The campaign images model active bystander behaviors which target audience members can use in situations where sexual and interpersonal violence and harassment are present.

The Know Your Power campaign currently has 22 images that have been used on 11x17 posters, table tents, bookmarks, postcards, computer pop-up screens, full-side bus wraps and websites. Four of the images address relationship violence in the LGBTQN community.



Research-Informed

Research and development was funded in part by: The Centers for Disease Control and Prevention, the Dept. of Justice Office on Violence Against Women, the UNH Parents Association, the Verizon Foundation, and the U.S. Department of Defense.



Powerful, adaptable images

Choose from more than 20 images which can be applied to a variety of media, including:

- Full-side bus wraps
- Posters
- Table tents
- Bookmarks
- Postcards
- Digital images
- Website images

Studies demonstrate the effectiveness of **Know Your Power**

Developed at the University of New Hampshire's **Prevention Innovations Research Center**, and often used in tandem with Soteria's Bringing in the Bystander® High School and College Prevention Programs, **Know Your Power** has been shown to be effective, among target audience members, in:

- Raising awareness of the problems of sexual and interpersonal violence and harassment.
- Increasing knowledge of how to safely intervene.
- Increasing both the willingness to intervene, and the likelihood of intervention, in the presence of sexual and interpersonal violence, harassment, or stalking.

Target audience members who reported seeing or recognizing themselves or their friends in the Know Your Power images exhibited a greater willingness to intervene than those individuals who did not report seeing themselves or their friends.

