

**ARIZONA**  
**safer**  
**bars**  
**ALLIANCE**  
Working to Prevent  
SEXUAL ASSAULT

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# ARIZONA SAFER BARS ALLIANCE PROGRESS REPORT 2013

Arizona Department of Health Services  
Bureau of Women's and Children's Health

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## 1. ARIZONA SAFER BARS ALLIANCE PROJECT PURPOSE AND HISTORY

*“Arizona Safer Bars Alliance – Working to Prevent Sexual Assault”*

ASBA logo

### ASBA PURPOSE

The Arizona Safer Bars Alliance was created and named in 2012. ASBA’s purpose is to reduce sexual aggression in alcohol-serving establishments.

### ASBA PROJECT HISTORY

#### **2007-2008: Arizona Eight-Year Program Plan and Initial Bar Bystander Concept**

The Centers for Disease Control and Prevention (CDC) funds Rape Prevention and Education (RPE) grant programs nationwide. The RPE program strengthens sexual violence prevention efforts by supporting increased awareness, education and training, and the operation of hotlines. The program awards formula grants to states and territories to be used for rape prevention and education programs conducted by rape crisis centers, state sexual assault coalitions, and other public and private nonprofit entities.

In 2007, the CDC required all RPE grant programs to develop a Sexual Violence Primary Prevention and Education Eight-Year Program Plan. In response to this federal requirement, the Arizona Department of Health Services (ADHS) created a 28-member Sexual Violence Prevention Planning Committee (SVPPC). This committee convened four different full days to develop the plan ideas. In the last two meetings, members of the large group were divided into workgroups. In 2008, SVPPC Community Awareness and Education Workgroup targeted community sexual violence prevention education for drinking establishments.

During this same time period, Carol Hensell, Program Manager, ADHS, Sexual Violence Prevention and Education Program (SVPEP), conducted a comprehensive statewide sexual violence prevention needs assessment. The extensive findings from focus groups, Delphi surveys, and research were used to assist the SVPPC in the development of Arizona’s *Sexual Violence Primary Prevention Eight-Year Program Plan (Eight-Year Plan)*.

The initial concept of Arizona safer bars was first envisioned in 2007, when a Delphi survey respondent identified the need to train bar staff on sexual violence prevention.

The initial bar bystander concept was expressed in a draft goal for the eight-year plan: “Change policies and practices in establishments that serve alcohol that influence the climate/culture that supports sexual violence.” After some discussion at one of the planning meetings, the draft goal became the broader, simpler Goal Statement Two for

Universal Populations to “increase Arizonans’ engagement in sexual violence prevention.” This goal was developed to include sexual violence prevention efforts in alcohol-serving establishments. Outcome Statement Eight of Goal Statement Two stated that “by October 31, 2017, staff at participating establishments that serve alcohol will increase their knowledge of sexual violence prevention by 25% as measured by pre/post testing.”

The initial Bar Bystander concept had strategies and activities tied to addressing alcohol-related sexual violence. Two strategies and five activities under Outcome Statement Eight outlined preliminary action steps. The Arizona Bar Bystander Project was developed as a vehicle to implement this objective of the *Eight-Year Plan*.

Plan outputs included:

- SVPEP training and materials at alcohol-serving establishments
- Recognition campaign for alcohol-serving establishments that participate in SVPEP training and use SVPEP materials

### **2009-2010: Initial Local Bar Bystander Efforts**

In 2009, ADHS reissued a Request for Grant Application (RFGA) to align with the new multi-year plan. Flagstaff (northern Arizona) and Tucson (southern Arizona) included the Bar Project in their responses and were funded. Two contractors, Northland Family Help Center (Northland) in Flagstaff and Southern Arizona Center Against Sexual Assault (SACASA) in Tucson, developed and implemented training for bar staff as part of their SVPEP contractual responsibilities.

The Northland program was called the Bars Against Rape and Sexism (BARS) Program. Bar owners hung posters in their establishments and participated in a “We care about our patron’s safety” certification (multi-session trainings, completion of a facility assessment for safety, and commitment to recruit other bar owners/staff to the campaign).

SACASA’s program was called the Nightlife Safety Project. Participating bars and clubs agreed to adopt a zero-tolerance policy for unwanted sexual aggression. If patrons were being harassed, they could ask bar staff for assistance. Goals of the project were to reduce the amount of sexual aggression experienced by young women in participating bars, encourage bars to proactively address sexual aggression with written policies and staff member training, and to educate patrons about the risks of sexual assault.

### **2011: Need for a Statewide Program**

By 2011, ADHS recognized the need for a statewide program and was ready to take the next steps. A small team researched statutory/regulatory/licensure efforts, bystander training programs, and bystander media. The team conducted environmental scans, held focus groups, and conducted a Delphi investigation in order to determine:

- core instructional components requisite in effective bystander intervention training for bar owners and their staff members and for bar patrons,

- effective media strategies for alcohol-serving establishments and their patrons, and
- a comprehensive bar bystander program model that could be implemented in Arizona.

ADHS selected a two-level Delphi survey approach, consulting sexual violence prevention experts statewide. ADHS conducted regional focus groups to determine bar bystander training needs for alcohol-serving establishment owners, managers, staff members, and patrons and to identify effective media strategies and resources for both alcohol-serving establishments' personnel and patrons. The combination of the two techniques provided excellent, diverse data.

As a result of the extensive data and research collected and analyzed, the *Arizona Bar Bystander Project Report, October 2011* identified three objectives:

- to develop a state bar bystander program,
- to enhance current local bar bystander projects, and
- to share Arizona's bar bystander program model with other states.

### **2012: Arizona Safer Bars Alliance!**

Building on the findings from 2011, the challenge for Arizona's Bar Bystander Project was to research, prioritize, select, and develop specific recommendations from the feedback attained the previous year. Six focus groups were held from April through June, in Flagstaff, Tucson, and Phoenix. Three were opportunities for bar owners, managers, staff members, and patrons to participate; three were for community member participation.

Using both the 2011 Delphi and focus group data and the 2012 focus group information, Carol Hensell, SVPE Program Manager, and a state contractor, Aha! Inc., developed Arizona's bar bystander program. In July 2012, patrons, community members, and bar personnel from the Flagstaff, Phoenix, and Tucson focus groups were surveyed to provide direction on the program name and tag line. In October 2012, they were again tapped to select final poster designs and sizes for the new Arizona program.

With guidance from bar owners, managers, employees, patrons, and members of the community, including police departments, the State Department of Liquor Licenses and Control, and sexual violence prevention experts, the Arizona Safer Bars Alliance was formed. A five-hour (two 2½-hour sessions) bar bystander training was developed based on the input of Delphi surveys and regional focus groups. Pilot testing was conducted in Flagstaff in September and October 2012 and final modifications were made to the curriculum. PowerPoint presentations for the two sessions included videos on bystander effect, body language observation, and intervention opportunities. Bolchalk Frey Marketing (BFM), an Aha! Inc. subcontractor, took the lead in developing collateral ASBA program materials, then refined draft materials with input from the Sexual Violence Prevention and Education (SVPE) Program Manager, the Aha team, two SVPEP contractors, bar owners and employees, and community members. Five posters, flyers, training certificates, tee shirts, and wallet cards for those who

successfully complete ASBA training were produced. ASBA window clings were made for 2013, 2014, 2015, and 2016. Draft ASBA public service announcements were created for TV. The ASBA Project was ready for 2013.

### **ORDER OF REPORT**

The two chapters that follow highlight ASBA's 2013 accomplishments and explore ASBA's next steps:

- Chapter 2, *ASBA Accomplishments*, presents ASBA's 2013 achievements.
- Chapter 3, *ASBA Next Steps*, presents a brief summary of 2013 and updates the ASBA objectives and strategies for 2014 and beyond.

## 2. ASBA ACCOMPLISHMENTS

**BE playful, BE funny, BE charming, BEHAVE!**

ASBA Trainer Tee Shirts, 2013

This chapter addresses the accomplishments in FY 2013 toward ASBA expansion and the presentation of the ASBA model to other states. Accomplishments include: development of needed ASBA program materials; development of outreach to potential ASBA members (alcohol-serving establishments); modification of ASBA membership requirements; provision of ASBA training to bar staff members; initial development of ASBA trainer pool; development of an ASBA toolkit to help other states replicate ASBA; presentation of ASBA model at the National Sexual Assault Conference in Los Angeles, CA, August 28-30, 2013; and initial exploration of media plan for ASBA.

### ASBA ACCOMPLISHMENTS

#### **Development of Needed Additional ASBA Program Materials**

Several critically-needed program materials were developed or finalized during 2013, including the revised ASBA training manual, customized ASBA flash drives, ASBA outreach brochures for bars, patron tips, ASBA trainer bags, and ASBA trainer tee shirts.

**ASBA Training Manual, finalized March 2013.** The most important ASBA material created in 2013 was the refinement to the piloted ASBA Training Manual. Prior to completion, all sources and references were researched and compiled. Acknowledgements were added. Training videos were finalized, including introductory videos by ADHS/SVPEP and ADLLC staff members and the ASBA Body Language video. The ASBA pre/post tests were finalized. Introductory wording to the “Who Are You?” video was revised. The final *ASBA Training Manual* was finalized and produced in March.

**Customized ASBA flash drives.** Customized flash drives were made that contain all of the ASBA training files. A flash drive was attached with an S-biner to each ASBA Training Manual. This was done so that ASBA trainers would be able to print handouts and pre/post tests for bar staff trainees, customize and print sign-in sheets, and have the training PowerPoint available to download onto their training computers, including the embedded training videos. A secondary purpose for these materials was to respond to requests worldwide for information on the ASBA program.

**Additional ASBA program materials identified in 2012.** In addition to finalizing the ASBA Training Manual and creating the customized flash drives, ADHS/SVPEP

addressed several needs that were identified at the end of FY 2012: ASBA outreach brochures for bars and other alcohol-serving establishments; handouts/cards for patrons who enter ASBA establishments that explain what ASBA is and how ASBA works to prevent sexual aggression; and handouts/cards with specific tips for patron safety.

Bolchalk Frey Marketing (BFM) designed bar outreach brochures.

*ASBA Bar Outreach Brochure*



The brochure is divided into three main vertical sections. The left section is blue with white text, titled "Training for ASBA Membership". It describes a two-hour training session and provides contact information for Carol Hensell, ADHS. The middle section features a black and white photograph of a bar scene with the text "ARIZONA safer bars ALLIANCE Working to Prevent SEXUAL ASSAULT" and "Become A Member". The right section is blue with white text, titled "Membership Is FREE". It lists requirements for ASBA membership, training benefits for staff, and details about the ASBA membership program.

**Training for ASBA Membership**

Our team can travel to your establishment or a location in your vicinity where you and/or your bar staff can participate in two 2-hour sexual violence prevention training sessions, learn valuable skills, and earn ASBA membership.

**ARIZONA safer bars ALLIANCE**  
Working to Prevent SEXUAL ASSAULT

**Membership Is FREE**

The first step is to receive FREE training from us!

ASBA membership requires the following:

- Staff training in sexual violence prevention
- A policy of zero tolerance for sexual aggression
- Display of ASBA posters
- Participation in community efforts to promote sexual violence prevention
- Annual renewal refresher course

ASBA trainees will:

- Gain foundational knowledge of sexual violence/aggression
- Review basic Arizona liquor licensing regulations
- Refine their observation abilities by analyzing body language
- Examine effective intervention strategies
- Conduct risk assessments of their alcohol-serving establishments
- Discuss the development of house policies that reduce sexual aggression

Once a percentage of your staff is trained, your business will receive ASBA window clings, posters, and ongoing support in preventing sexual violence. Establishments receive a one-year ASBA Membership window/door cling that will be renewed annually as new staff members are trained and previously-trained staff members participate in a 2-hour refresher meeting.



Patron cards also were designed by BFM. The cards combine explaining ASBA (outside of the folded tent wallet card) and tips for patron safety (inside of the folded tent wallet cards).

### Patron Tips/ASBA Information Card



**ASBA trainer bags.** The ASBA team (SVPEP and Aha) realized that new ASBA trainers should have train-the-trainer bags that contain sample posters, training materials, white board/flip chart markers, sample black ASBA trainee tee shirt, sample sign-in sheets, certificates of completion of ASBA training, bar outreach brochures, patron tip cards, and more. The new ASBA trainers can carry their trainer bag when recruiting bars for the ASBA program and also to show the bar staff trainees all of the materials related to ASBA.

**ASBA trainer tee shirts.** Bar staff members who complete ASBA training are given black ASBA tee shirts. In October 2013, white ASBA TRAINER tee-shirts also were designed and printed. New trainers will have not only the training bags but also the white TRAINER tee shirts they have earned. The tee shirts have a similar design to the black tee shirts that bar staff earn. The main difference is the word TRAINER.



### **Outreach to Alcohol-Serving Establishments**

In 2013, the ADHS/SVPEP Program Manager considered how to attract more bars to the program. The solution had two main parts: collaborating with established SVPEP program contractors and developing and using effective media and other bar incentives to make bars aware of ASBA.

#### **ADHS/SVPEP collaborated with established SVPEP program contractors.**

By 2013, because of Northland staff outreach to the alcohol-serving establishments, many of the Flagstaff bars were aware of the ASBA program, and some had participated in the pilot training at the end of the 2011-2012 FY. Northland staff members' outreach to bars in the Flagstaff region was effective.

ADHS decided to expand ASBA beyond Flagstaff and begin outreach to bars in Tucson. In March, Northland staff and the Aha team compiled lists of Tucson bars. Letters were sent to bar owners in the Tucson area. However, follow up to the letters was hampered because of other program demands. In order to rekindle bar interest in Tucson, Bolchalk Frey Marketing created a bar outreach plan in October 2013.

At the same time as the Tucson outreach was pursued, another SVPEP contractor, Peer Solutions, Inc., in Phoenix, received a contract amendment to provide outreach to bars in the Phoenix area. They obtained the venue (Phoenix Public Library), set the dates, and sought bars to commit to participate. They identified and contacted 20 bars, using emails, phone calls, and on-going personal visits. They attempted to recruit bars to participate in the 5-hour ASBA training. Although their outreach did not generate additional ASBA training in 2013, it introduced ASBA to Phoenix area bar owners.

Another SVPEP contractor, Arizona State University Wellness, actively worked with several campus programs related to both alcohol use and bystander programs. In October, ASU Wellness indicated to Carol Hensell that ASU could begin to recruit bars for ASBA, perhaps as ASU Bar Bystander Project.

**ADHS/SVPEP considered multiple media ideas and incentives to interest bars in ASBA.** Outreach ideas under consideration involved using media, including press releases and PSAs. In addition to having bars that are safer for patrons, perhaps a financial incentive would attract bar owners/managers, such as the reduction in their liquor license fees.

ADHS/SVPEP realized that bar owners and managers needed to be able to obtain information on ASBA from the web and to contact ASBA through email. ASBA officially obtained an email address: [ASBAinformation@gmail.com](mailto:ASBAinformation@gmail.com) on October 10, 2013.

### **Modification of ASBA Membership Requirements**

By the end of October 2012, the draft 5-hour ASBA curriculum had been presented in two 2.5-hour pilot training sessions with bar staff in Flagstaff. The membership requirements presented at that training were that at least 80% of the alcohol-serving establishment's owners and staff attend the 5-hour ASBA training. The alcohol-serving establishments were required to:

- Adopt and post zero tolerance for sexual aggression bar policy.
- Display ASBA posters and resources for patrons.
- Actively participate in community advocacy and events that promote sexual violence prevention.

Carol Hensell told a group at the National Sexual Assault Conference (NSAC), in Los Angeles, CA, August 28-30, 2013, that Arizona would reexamine ASBA membership and renewal criteria and revise as necessary. Two concerns about the membership criteria were the initial 80% owner and staff attendance requirement and the written policy of zero tolerance for sexual aggression.

The written zero tolerance policy requirement is being reexamined. During the 2012 pilot training in Flagstaff, the AZ Department of Liquor Licenses and Control (ADLLC) Communications and Special Projects Director presented information regarding liability issues when establishments have written policies. She shared that a written policy could be too restrictive and could pose liability issues for either the State or the bars. If an establishment has a written policy, it must follow the policy. If an establishment ignores its own policy, the establishment may have greater liability than if it has no written policy. The ideal situation would be for bars to have clear "zero tolerance" policies and to provide regular staff training on this policy and procedure. The establishment needs to have an internal procedure on how it will enforce "zero tolerance." This procedure needs to include a process for how staff will respond.

After thorough examination and discussion, ADHS/SVPEP modified the ASBA membership and renewal criteria and the written zero tolerance for sexual aggression policy. The October 2013 requirements for ASBA membership are:

- Alcohol-serving establishment will display ASBA posters
- **at least 70%** of the alcohol-serving establishment's staff members will complete ASBA training prior to establishment becoming an ASBA member
- alcohol-serving establishment will participate in community sexual violence prevention events after becoming an ASBA member
- ***alcohol-serving establishment will have a policy and procedure in place to enforce zero tolerance of sexual aggression when it joins ASBA.***

This change in requirements has a monetary impact on alcohol-serving establishments. Once a bar owner or manager is aware of ASBA and wants his establishment to become an ASBA member, a resource commitment must be made. Although ASBA training is free to the participants and the alcohol-serving establishments, it is not without costs. Either staff members must donate their personal time to attend five hours of training or their employer pays them to attend. Also, some bars that host the ASBA training donate refreshments and lunch to the bar staff being trained.

### **Provision of ASBA Training to Bar Staff Members**

The most costly and time-consuming part of qualifying for ASBA membership is staff training. Ninety-one staff members in Northern Arizona alcohol-serving establishments participated in ASBA two 2.5-hour training workshops during FY 2013; 83 completed both ASBA training sessions. This initial success of ASBA in Flagstaff is due in large part to the cooperation and buy-in of four Flagstaff bars; Collin's Irish Pub, Monsoon Chinese Bistro and Sushi, Flagstaff Brewing Co. Northland anticipates working with more bars in the future.

**ASBA training made a difference.** The results from two different rounds of ASBA training in Flagstaff, Arizona showed significant differences\* in responses from post-surveys (after training) as compared to pre-surveys (before training). The majority of the changes were with respect to intended bystander actions. For the first group, the number of participants who were able to correctly identify what a bystander is increased on the post-survey. More participants on the post-survey than on the pre-survey indicated they would say something to the aggressor for five of the seven given scenarios. The five scenarios included: 1) hearing someone making sexist comments; 2) seeing someone "hitting on" a person when they knew that person didn't want it; 3) seeing someone isolate a person from their friends; 4) seeing a person buy an excessive amount of drinks for another person; and 5) seeing a situation in which it looked like someone who was not very intoxicated was trying to take advantage of a more intoxicated person, such as trying to take them home. On the post-survey, participants were less likely to tell their boss and/or management if they heard someone make sexist comments or saw someone use aggressive physical contact towards another person, such as arm grabbing, pulling, pushing, blocking from an exit, or restraining. Participant responses on the post-survey also indicated they were less likely

to ignore, or wait for someone else to intervene if they saw a person buying an excessive amount of drinks for another person. For the second group, both significant changes were regarding intended bystander actions. On the post-survey, the number of participants who indicated they would ignore or wait for someone else to intervene if they saw someone isolating a person from their friends, decreased. Similarly, the number of participants who indicated they would call the police if they saw someone use aggressive physical contact towards another person, such as arm grabbing, pulling, pushing, blocking from an exit, or restraining, also decreased. (Note: \*Statistically, a difference in surveys was significant if the p-value was <0.05.)

**ASBA training is a benefit to bar staff members.** Bars tend to have high employee turnover rates that present unique challenges and rewards. As ASBA grows, ASBA-trained bar staff members should find that their ASBA training enhances their employability. Upon completion of the ASBA training, participants receive training certificates and wallet cards to attest that they have been trained in observation and intervention skills to prevent sexual aggression. If ASBA-trained personnel leave one establishment and go to another alcohol-serving establishment, they already have had ASBA training. The certificate enhances the individual's résumé by showing ongoing professional development and assists the alcohol-serving establishment if such establishment desires to become an ASBA member.

### **Initial Development of ASBA Trainer Pool**

In 2012, the ADHS SVPEP Program Manager, ADLLC's Communications and Special Projects Director conducted the ASBA pilot training in Flagstaff. They are the first ASBA co-trainers. After piloting the ASBA training in 2012, the ADHS/SVPE Program Manager provided ASBA training in the Phoenix and Tucson regions and will continue to train in 2014. She received multiple requests for information on ASBA training and membership. For example, she met with Hotel Congress in Tucson. Their training should occur during the next FY. The Crescent Ballroom in Phoenix expressed interest in training; the co-owner of Bikini Lounge in Phoenix met with the SVPEP Program Manager, too, in October.

During 2013, ADHS explored developing several different sources of ASBA trainers. Three possible sources of ASBA trainers considered were SVPEP contractors, Title 4 (Arizona Liquor Law) trainers, and law enforcement officers.

The first option considered was to have SVPEP contractors provide ASBA training. In the Flagstaff area, staff members have been trained and have provided ASBA training to local alcohol-serving establishments. The positive results were noted in the earlier section of this report, Provision of ASBA Training to Bar Staff Members.

The second option considered was to tap into another existing resource, the Arizona Title 4 Alcohol Training. The SVPE Program Manager discussed the possibilities of working with the ADLLC to have Arizona Title 4 Alcohol Training expanded to include ASBA training, or, alternately, to see if the Title 4 trainers could be trained to become

ASBA trainers as well. As this was explored, several problems were immediately evident: (1) lack of time in the Title 4 Training to add an additional five-hour course on sexual violence prevention, although a brief discussion about sexual violence prevention could probably be incorporated, and establishments could be referred to the full ASBA course; (2) Title 4 trainers might be interested in providing the ASBA training as a stand-alone course, but they are private contractors and would need to charge a fee for the training – and ASBA training is provided free to the alcohol-serving establishments.

The State-mandated basic liquor law training is not required of servers, bartenders, and other staff – only bar owners, managers, and agents actively involved in the day-to-day operations of the business. Currently, the use of Title 4 trainers to provide ASBA training is not viable. In the future, if there were funds to contract the Title IV trainers to provide ASBA training, those trainers could be reconsidered as a viable source of ASBA trainers.

The third option considered was collaboration with local police departments. This option has the potential of providing statewide ASBA training coverage. ASBA-trained police officers could provide free training to bar owners, managers, and employees in their jurisdictions. This option has been explored in Prescott and Prescott Valley. The ASBA training team (Carol Hensell and Lee Hill) and technical support (the Aha team) made informal adjustments to the ASBA bar staff training manual in order to train the police officers. The first 2.5-hour session was held September 16, 2013 and the second 2.5-hour session was held on September 30, 2013. Some of the officers who attended the first session were unable to attend the second session, and a few new officers participated in the second session without having attended the earlier session. A second round of training for Prescott and Prescott Valley officers was scheduled so that all officers could complete their ASBA training. However, Officer Nancy Roberts, a key person coordinating the trainings, was injured and the October session was postponed.

Based on the Prescott/Prescott Valley experience, ADHS/SVPEP concluded that a one-day 5-hour training is a more effective method to provide the training to law enforcement personnel because there would be minimal attrition and ADHS can complete the process effectively and efficiently, including distributing training bags and materials on the same day of the training.

Shortly after the Prescott/Prescott Valley training, ASBA training became AZPOST-certified. In 1968, the Arizona Peace Officers Standards and Training Board (AZPOST) was created to address the need for minimum peace officer selection, recruitment, retention and training standards, and to provide curriculum and standards for all certified law enforcement training facilities. All Department of Liquor officers receive training at one of the US police academies, become AZPOST Certified, are signed on to the Department by the Director, and finally by the Governor.

In September, the ADLLC offered assistance to ADHS/SVPEP to have the ASBA training approved by AZPOST so officers who take the course will receive Continuing

Education (CE) credits. AZPOST approval was granted to the ASBA training. In some cases, CEs can be retroactive. Prescott and Prescott Valley PD ASBA training graduates may receive credit for their participation.

With the approval from AZPOST, ADHS/SVPEP has concerns that AZPOST may not understand this course is different from their other courses: it is not for all police officers to learn about sexual violence prevention and/or the bar bystander program. It is designed for their certified trainers who want to create a community partnership with alcohol-serving establishments to collaboratively reduce/prevent sexual aggression in bars. The police trainers are expected to recruit and work with at least three bars in their jurisdiction. ADHS/SVPEP may require that the potential trainee identify at least three bars that he/she could approach about ASBA. The structure of this class needs to be different than a T3 class for SVPEP contractors because ADHS/SVPEP would be training certified police trainers.

### **Development of an ASBA Toolkit for Program Replication by Other States**

ADHS and the Aha team realized that other states might want to replicate Arizona's ASBA efforts. From March until August 2013, they developed an easy-to-follow, detailed, step-by-step planning toolkit. *Tools for Developing a Statewide Safer Bars Alliance to Reduce Sexual Assault* was published in August. It is a developmental model for other states/territories to replicate or to modify. The toolkit describes what Arizona did, provides basic steps to building a safer bars program or modifying Arizona's program, and discusses challenges and how they were overcome. Here is the link to the Toolkit:

[http://www.azrapevention.org/sites/azrapevention.org/files/ASBA ToolkitMaster\\_0.pdf](http://www.azrapevention.org/sites/azrapevention.org/files/ASBA%20ToolkitMaster_0.pdf)

### **Investigation of Availability of Possible ASBA Website Domain Names**

ASBA website domain names were explored and brief research was done on domain name availability. The domain name [arizonasaferbars.com](http://arizonasaferbars.com) or .org is available and [arizonasaferbarsalliance.com](http://arizonasaferbarsalliance.com) or.org is available. Also, [saferbaralliance.com](http://saferbaralliance.com) or org is available. The domain name [saferbars.org](http://saferbars.org) is available. The domains [asba.com](http://asba.com), .net, .org, .biz, .mobi, and .co are all taken. There was some discussion about what to put on the website once it is established. For example, should the ASBA posters be on the website? Both annual bar bystander reports, will have an ASBA page on [www.azrapevention.org/](http://www.azrapevention.org/)

### **Initial Exploration of Media Plan for ASBA**

In the *Arizona Bar Bystander Project Progress Report 2012 (2012 Report)*, next steps included: "ADHS/SVPEP should continue to explore the development and implementation of effective media strategies for sexual violence prevention in alcohol-serving establishments. An ASBA five-year media plan should be created. The plan should have a timeline for airing the ASBA TV PSAs that were created in late 2012."

Several media-related efforts were made during 2013. In January, PSAs were finalized. In July, Bolchalk Frey Marketing (BFM) explored ways to market an ASBA ad message, with media placement targeting adults ages 21-49. BFM developed media pricing and options that included online banner campaign on phoenixnewtimes.com, tucsonweekly.com, asustatepress.com, dailywildcat.com, and NAULumberjack.com. BFM also provided costs and information for a print campaign in the Phoenix New Times, ASU State Press, Tucson Weekly, UA Daily Wildcat, Flagstaff Live, and NAU Lumberjack. BFM estimated costs to distribute TV and Radio PSAs in 3 markets, costs for postering and flyering 14 colleges, and costs for email blasts to the same colleges. The BFM team researched on-campus alternative advertising for college students. In September, BFM was waiting for permission to develop a multi-year media plan and planned to integrate the research from July into the multi-year plan.

### **Provision of ASBA Program Development Information at the National Sexual Assault Conference and Through Other Venues**

In 2013, the SVPE Program Manager actively pursued opportunities to share ASBA's development and implementation process with other organizations and agencies in the sexual violence prevention field. She also shared the ASBA Toolkit as part of Arizona's outreach to other states.

In January, ADHS/SVPEP shared ASBA through the Veto Violence success story.

In addition, the SVPE Program Manager made a presentation on ASBA at the National Sexual Assault Conference in Los Angeles, CA, August 28-30, 2013.



### 3. ASBA NEXT STEPS

**WE SERVE  
ZERO  
TOLERANCE  
FOR SEXUAL AGGRESSION  
MEMBER 2014**

ASBA membership window cling

#### **SUMMARY OF 2013**

The ASBA project made great strides in FY 2013. First, the ASBA Training materials were finalized. The Aha team ordered customized ASBA flash drives and loaded the files for trainer use and for ADHS to share with other rape prevention programs nationwide and across the globe.

Second, the ASBA trainer shortage began to be addressed. Several avenues were explored. The SVPEP contractor in Flagstaff provided training to over 90 bar staff people from four establishments, and 83 completed both ASBA sessions and earned their ASBA certificates, tee shirts, and wallet cards. Six Prescott and Prescott Valley police officers graduated from the pilot/draft train-the-trainer sessions in September. At least one police officer is ready to provide ASBA training to a local alcohol-serving establishment.

There is still much work to be done concerning developing other trainers to teach the 5 hours of ASBA training (two 2.5 hour sessions). What became obvious from the initial work with Prescott and Prescott Valley is that the instructional materials used to train bar staff are not designed for preparing ASBA trainers whether SVPEP contractor staff, police officers, or other state or community personnel. The focus and instruction needs to be redesigned.

Third, some marketing/media steps were taken, including developing an ASBA toolkit to aid other states in developing a program similar to Arizona's, acquiring an email address for ASBA, developing a bar outreach/recruitment brochure and a draft approach for Tucson bar recruitment outlined by BFM. Also, completed from the 2012 "to do" list were the patron wallet cards that fold over – the outside information is about ASBA and the inside unfolds to list the six most important patron tips identified by focus groups in prior years.

As deeper thought was given to long range media efforts, ADHS and the Aha team realized that until the ASBA training is solidified and there are an adequate number of skilled ASBA trainers statewide, it is premature to conduct a media blitz directed to patrons, with radio and TV PSAs or campus flyers, email blasts, etc. Until there are ASBA members, the media effort should wait. It is important to reach out to alcohol-

serving establishments to have them learn about joining ASBA. There needs to be adequate skilled ASBA trainers to recruit, schedule their staff, and train them. The bar outreach/recruitment brochure and the Tucson bar recruitment plan should be useful in ASBA's next steps.

Fourth, ASBA membership requirements were examined and refined. Procedures were drafted for becoming an ASBA member. Concerns about needing 80% staff training and written zero tolerance policies were addressed in the modified ASBA membership requirements.

## 2014 AND BEYOND

The areas that need to be developed in 2014 and beyond are continuations of work started this past year and earlier. Most were identified in the *2012 Report*. Briefly, the areas are: developing an *ASBA Five-Year Plan 2014-2019* that provides a blueprint for the years ahead, increasing ASBA membership, expanding ASBA training capacity and availability statewide, developing additional needed ASBA program materials, developing a multi-year media/communications plan for ASBA (part of the *ASBA Five-Year Plan*), and assisting SVPEP Contractors in forming local ASBA coalitions.

As was written in the *2012 Report*, "Within the next five years, Arizona needs to proactively implement strategies that will expand ASBA and increase membership in order to reduce sexual assault in Arizona's alcohol-serving establishments. The process of developing a five-year plan could involve community focus groups or Delphi surveys in 2014 or 2015. Once a plan has been developed, it can serve as a roadmap in guiding ASBA's expansion." The need still exists.

***A top priority for 2014 and beyond is to develop a five-year ASBA plan that addresses the issues and strategies listed below – and more – to develop an ASBA 2014-2019 Plan.*** The plan would address what still needs to be done in 2014 and beyond to make ASBA viable and sustainable, and to ensure it is efficacious in preventing sexual assault in alcohol-serving establishments statewide.

The following is an update of the 2013 strategies and suggestions for future years.

### **Strategy One: ASBA Membership Growth**

As of the end of the 2013 fiscal year, there are no ASBA members. Through the collaborative efforts of ADHS/SVPEP and the SVPEP contractor, Northland, four establishments in Flagstaff are close to becoming ASBA members. Several establishments in Phoenix and Tucson may become ASBA members during the next year; at least one establishment in the Prescott/Prescott Valley area should become an ASBA member.

Materials have been developed. Plans for Tucson bar outreach have been drafted. Other plans may be under development with ASU. It is imperative that bars learn about ASBA and become interested in joining.

Several excellent ideas discussed in focus groups in prior years have not been developed yet. There are multiple types of enticements that would make bars desire to join ASBA. In addition to having a safer bar for patrons, other incentives need to be aggressively explored. These include:

- reduction in liquor license fees
- recognition for being ASBA members
- smart phone apps for safe pub crawls that feature ASBA members in each locale

More bars need to know about ASBA and to want to be ASBA members in order for ASBA to grow.

### **Strategy Two: Expanded ASBA Training Availability throughout Arizona**

Additional skilled ASBA trainers are greatly needed. This could be achieved by several different methods. One method requires focused train-the-trainer (T3) materials to be developed and targeted to the potential trainers, whether SVPEP contractor staff members, local police officers, or others. The initial steps were taken and initial training was offered to Prescott and Prescott Valley police, using the ASBA Training Manual that is used to train bar staff members. Although the training was successful, it was apparent that a specific T3 manual for law enforcement should be developed, especially in light of AZPOST certification. Also apparent was that the ASBA Training Manual used to train bar staff members is not adequate to teach SVPEP contractor staff or police officers how to provide ASBA training to bar staff in their geographic regions.

Two versions of a replicable T3 protocol, including T3 training manual, could be developed, pilot-tested, and revised for use with the two identified groups, SVPEP staff members and police officers. Once training materials are in place, ADHS/SVPEP can convene training for SVPEP contractors. SVPEP contractors can have staff members provide ASBA training in their geographic service areas. Also, police department trainers from various parts of the state can participate in T3 training designed specifically for them.

Another possibility would be to augment ASBA training materials so that both SVPEP contractor staff and law enforcement officers could be trained from the same materials – separately or together. If SVPEP content specialists/trainers and law enforcement officers/trainers were taught together, they could form training teams to provide the trainings in their geographic areas. If both SVPEP staff and police officers, especially those knowledgeable in Arizona liquor laws, were teamed together and trained together, they could provide rich training to the alcohol-serving establishments in their regions. The teams could divide the work of conducting outreach to their bars and divide the contents of the ASBA training manual in order to team-teach the sessions.

ADHS/SVPEP may want to require all SVPEP contractors to have some role in ASBA, whether actively recruiting alcohol-serving establishments to join ASBA or providing the ASBA training using skilled, trained staff trainers, or a combination of both. ADHS/SVPEP could urge contractors to hire persons who have training skills specifically for adult learners.

Another method to obtain skilled trainers might be by developing/expanding intergovernmental agreements with the universities or higher education systems, including community colleges, or by contracting with a state facilitation and training contractor to provide the training service. Trained trainers can take the materials from the ASBA Training Manual, work with ADHS/SVPEP Program Manager, Carol Hensell, and provide the training. Dr. Koss from University of Arizona might suggest such individuals with training and facilitation skills who could be paid from UofA funds received from ADHS. Perhaps ASU Wellness might also conduct ASBA training or provide outreach to bars near the university.

Another alternative would be to contract ASBA trainers to provide the training to the bars.

**Challenge 1: Develop appropriate Train-the-Trainer (T3) protocol(s) and related materials, including comprehensive T3 training manual(s).** Developing these materials is a critical next step to providing standardized teaching and ASBA program implementation throughout the state. Multiple factors must be considered when T3 materials are developed so that they will address the T3 trainees' needs and build on the varied backgrounds and experiences of the T3 trainees.

**Solution.** Obtain funding to contract the development of the T3 protocol, training manual(s). Through state contract or intergovernmental agreement, retain services of skilled professional(s) to work closely with the SVPEP Program Manager and others, as needed, to prepare these ASBA foundational materials.

**Challenge 2: Develop an adequate number of skilled ASBA trainers throughout Arizona.** After T3 protocols, training manuals, and related materials are developed, pilot test the materials and develop pools of potential trainers. What should be the source(s) of the ASBA training pool?

**Solutions.** Three possible sources of ASBA trainers considered were SVPEP contractors, Title 4 (Arizona Liquor Law) trainers, and law enforcement officers. Each of these resources can be reexamined in 2014 and beyond.

### **Strategy Three: Development of Needed Additional ASBA Program Materials**

**Train-the-Trainer (T3) manuals.** Two versions of the T3 manual are needed in order to expand the ASBA trainers: one for SVPEP contractor staff members and one

for police officers. Or, a single comprehensive manual that can address the issues and special needs of each of these two disparate groups of trainees could be developed.

**Evaluation tools.** The pre/post surveys being used do not adequately measure staff member attitude and belief changes and needed to be modified. This task needs to be completed and the revised instruments need to be tested.

**ASBA membership and renewal criteria and procedures.** The ASBA membership checklist and procedure needs to be reviewed annually. In addition, ADHS/SVPEP needs to develop both the ASBA renewal criteria and procedure for establishments to follow to renew their free ASBA membership. This needs to be in place before ASBA members finish their initial year. If ASBA gains its first members in 2014, the membership renewal criteria and process must be established for implementation before the end of 2015.

**ASBA training supplies.** ADHS needs to decide how long to provide training materials to T3 trainers. If the trainers are SVPEP contractor staff, should ASBA training material costs be included in their budgets after an initial amount of materials is provided by ADHS/SVPEP? If law enforcement officers provide the training, should ADHS/SVPEP provide all of the materials for all of the trainings? If a POST-certified ASBA-trained police officer trainer provides training to a bar, does the police department have funds it can use to support the training? These questions need to be explored.

#### **Strategy Four: Implementation of Effective Media Strategies**

Once the groundwork is laid, i.e., uniform training of ASBA trainers, adequate number of ASBA trainers, interested bars, and at least a certain number of actual ASBA members, it will be time to expand awareness of ASBA through different media – PSAs, social networks, website, and more. A multi-year media/communications plan should be developed that integrates the already-developed PSAs and the statewide regional marketing information compiled by BFM. The recommended ASBA multi-year media/communications plan could be integrated into the *ASBA Five-Year Plan* and would be a significant component.

#### **Strategy Five: Assistance to SVPEP Contractors in Forming Local ASBA Coalitions/Cooperatives**

From the *2012 Report*: “Three regional community coalition focus groups were assembled in 2012. Participants from two of the three regions expressed interest in reconvening their focus group participants to further explore the formation of their local coalition. The primary purpose of the local coalition would be to reduce sexual aggression in alcohol-serving establishments. In order to facilitate the formation of these coalitions, Sexual Violence Prevention and Education contractors need to lead the process. Strategies for how to undertake this task need to be determined.”

“Working collaboratively with regional SVPEP contractors, each region could create its own action plan for garnering interest and support for the formation of a coalition. An obvious strategy could be to join current local sexual violence and prevention efforts

and expand the local coalition to include reducing sexual assault in alcohol-serving establishments. The Flagstaff community currently has an effective coalition. Participants from this area expressed interest in possibly expanding the scope of their coalition to include sexual assault prevention in bars.“

There are no ASBA members yet, but in 2014 and beyond, there will be. At that time, the State (ADHS/SVPEP) actively should support, and the local SVPEP contractors should direct, the new ASBA members in their regions to join them in community awareness activities and sexual violence prevention coalition membership. The local SVPEP contractors, such as Northland, could encourage ASBA bars to join the local coalition and also to participate annually in Sexual Assault Awareness Month in April. Northland’s involvement in “Take Back the Night (TBTN)” is huge; it has two start places and the two marches meet in the middle for an awards ceremony, proclamation, presentation and show. They usually have hundreds of participants. ASBA bars could be part of this community awareness activity and more.

An ASBA coalition in the Phoenix-Tempe area should be cultivated, perhaps through a combination of ASU Wellness, local SVPEP contractors, and ADHS/SVPEP and ADLLC located in Phoenix.

Work could be done in Tucson to grow an ASBA coalition there.

The development and phase-in of ASBA/SVPEP coalitions in the three major state university geographic areas (UofA, Tucson; ASU, Tempe-Phoenix; and NAU, Flagstaff) should be included in the *ASBA Five-Year Plan 2014-2019*.

### **ADDITIONAL ASBA INFORMATION**

ASBA program information or a copy of the ASBA printed training manual and flash drive or other ASBA materials may be obtained by contacting Carol Hensell, Sexual Violence Prevention and Education Program Manager, Arizona Department of Health Services, Bureau of Women’s and Children’s Services. Hensell manages the Arizona Safer Bars Alliance and may be reached by e-mail at [Carol.Hensell@azdhs.gov](mailto:Carol.Hensell@azdhs.gov) or by phone at 602-542-7343. Her Sexual Violence Prevention and Education website is: <http://www.azrapeprevention.org>