

Taking Matters Into our Own Hands - Standing Up Against Assault and Harassment on WA Campuses through redeveloping on-campus consent resources.

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Background/Purpose:

We Are Womxn (WAW) in collaboration with BYMW Designs and The Guild at the University of Western Australia (UWA) developed, implemented, and evaluated a community education project aimed at encouraging and influencing the culture of reporting sexual harassment and assault on university campuses in WA, whilst simultaneously sparking a discussion about consent and the complexities surrounding the topic.

Approach:

Five consent resources were created visually depicting different aspects of consent; ways to ask consent, ways to revoke consent, and calls to action. The resources were created to be bold and chaotic, to help grab the attention of students to start conversations around consent. The consent resources were displayed at various locations across the UWA campus, both physically and digitally. The resources were launched in November 2022.

The resources act as a virtual educational platform guiding students to a range of resources. These include mental health guides, consent guides, and documents detailing how to report and what to expect when reporting sexual harassment and assault on campus specific to UWA.

Outcomes/Impact:

The project used a quantitative approach to measure its impact. Each resource was linked to a QR code. Data from the QR code 'clicks' was used to determine its impact.

The results show a click-through rate of 104.35%. Meaning, 100% of all users clicked through to a specified link (accessed an additional resource). Furthermore, in the 3 days prior to submitting, the click-through rate increased to 266.67%, indicating each user accessed more than 2 links. The fluctuations in data coincide with university term dates.

Innovation and Significance:

The project sheds light on a state-wide issue. It is concluded that more needs to be done to provide university students with campus-specific resources on how to report and what to expect when reporting sexual harassment and assault on campus.

Disclosure of Interest Statement:

The research findings discussed here were supported by We Are Womxn. We Are Womxn delivers educational programs to women in schools