Global Consent Randomized Controlled Trial

Impacts of A Web-Based Edutainment Program on Sexually Violent Behavior and Bystander Behavior among University Men in Vietnam

Kathryn M Yount; Quach Thu Trang, Kate Anderson, Irina Bergenfeld, Yuk Fai Cheong, Yiman Li, Jessica M Sales, Tran Hung Minh

Prepared for the Sexual Violence Research Initiative Forum 2022, Wednesday, 21 September, Parallel session VI, 16:30 – 18:00, 6.3. Online violence, Venue: Picasso-Murillo
Gratitude

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Objectives of Talk

- Present the **underlying motivations** for this work in Vietnam and gaps to fill
- Present the **cross-cultural theory of change** underlying GlobalConsent
- Describe the **systematic process to adapt** the original EBI to Vietnam
- Present the **final adapted program**
- Describe the **study design**
- Present **quantitative findings**
- Discuss **limitations, strengths, and implications** of this work and **next steps**
Prevalence, Effects of Sexual Violence

- 14.9% of women globally, 13.8% in Asia/Pacific have a forced sexual debut [1]

- In Vietnam, 9.1% of women 15–19 y, 18.0% of women 20–24 y report experiencing sexual violence by an intimate partner or a non-partner since age 15 [2]

- Experiences of sexual violence can have lasting effects on victim well-being, and profound economic effects on victims and societies [3-5]
Legal Reforms in Vietnam

- Supreme Court Resolution 06/2019/NQ-HDTP (2019)
- Law on Judicial Assessment (2012)
- MOH Decision 3133/2020/QD-BYT (2020)
Underlying Drivers of Sexual Violence against Women

- Inequitable sexual, gender norms alongside more sexual activity in young people [6-8]

- Men often deny or dismiss acts of sexual violence [9] such that 0.2% of men report sexually violent behavior when 12% of women report exposure [10]

- Need to engage men in interventions that address broader sexual, gender norms AND individual-level cognitive, attitudinal, affective mediators of norms and sexually violent behavior
SV Prevention Intervention Studies

- Prevention intervention research in LMICs tailored to adolescent boys and young men is limited [11]

- In N. America, sexual violence prevention interventions rely on single-session (75%), in-person (68%), discussion-based (54%) delivery, not online programs (11%) tailored to men (27%) [12]

- Interventions targeting IPV, dating violence, and sexual violence in RCTs have pre-dominated in US-college populations with mixed results [13]

- Intervention studies have suffered from small sample sizes, high attrition, short follow-up (≤6 mo), a focus on victim response instead of primary prevention, heterogeneous outcome measures including infrequent assessment of behavior [12-15]
Cross-Cultural Theory of Change

Socio-Contextual Factors

Personal Factors

Behavior
Cross-Cultural Theory of Change

Socio-Contextual Factors

- **Social Norms**: mis/perceptions about men’s SVB
- **Observing Behavior**: modeling bystander behavior
- **Peer Influence**: extent of peer support for bystander behavior

Personal Factors

Behavior
Cross-Cultural Theory of Change

Cognition: knowledge of SVB, law, adverse effects
Beliefs: social/moral meanings of SVB
Attitudes: about SVB, intervening to prevent SVB
Affect: empathy for SV victims
Outcome Expectancy: intervening will prevent peer SVB
Intent, Self-Efficacy: intent, confidence, skills to intervene
Cross-Cultural Theory of Change

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Personal Factors

Behavior

Sexually Violent Behavior (SVB)
Prosocial Bystander Behavior: intervening to prevent SVB when observed
Aims of GlobalConsent

- To *disrupt the reinforcing interplay* between

  (1) **pro-violence socio-contextual factors** including perceived or misperceived social norms that sexually violent behavior is normal,

  (2) **pro-violence personal cognitions, attitudes, and affect**, and

  (3) **weak social norms of bystander behavior**.

- By disrupting this interplay, GlobalConsent aims to reduce sexually violent behavior and to increase prosocial bystander behavior in university men.
Hypotheses

- GlobalConsent will reduce sexually violent behavior and increase prosocial bystander behavior *directly*, because of its cumulative contextualized content and behavioral change techniques.

- GlobalConsent also will affect these behaviors *indirectly*, through theorized knowledge/cognition, belief/attitude, affect, and capacity-related mediators.
Adaptation of RealConsent

Step 1. Assess

Step 2. Select

Step 3. Adapt

Step 4. Pilot

Step 5. Implement

Assessing focal population, EBI being considered for adaptation, and implementing agency’s capacity to deploy the intervention.
Adaptation of RealConsent

Step 1. Assess
Step 2. Select
Step 3. Adapt
Step 4. Pilot
Step 5. Implement

Selecting EBI for adaptation
Adaptation of RealConsent

Step 1. Assess
Step 2. Select
Step 3. Adapt
Step 4. Pilot
Step 5. Implement

adapting EBI, as needed, while retaining core elements
Adaptation of RealConsent

Step 1. Assess
Step 2. Select
Step 3. Adapt
Step 4. Pilot
Step 5. Implement

*piloting adapted EBI and developing a plan for implementation*
Adaptation of RealConsent

Implement adapted program (GlobalConsent) to test its impact vs AHEAD on mitigating increases in SVB that may occur when men start university and increasing prosocial bystander behavior.
Adaptations to Create Global Consent

**Definition of Sexual Violence**
- Non-contact SVB
- Cyberviolence
- Laws on sexual violence in Vietnam

**Sexual, Gender Norms**
- Contextualize masculinity norms
- Add femininity norms
- Contextualize rape myths

**Script**
- Adapted for local suitability (e.g., removed language deemed offensive)

**Serial Drama**
- Locally produced
- Expanded men’s character development
- Added female partners

**Behavior Change Techniques**
- Removed poorly understood video segments
- Added clearer, didactic segments

**Delivery Platform**
- Web-based program
- Delivered to smartphones
Adaptations to Create GlobalConsent

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Final Global Consent Program

Module 1. Consent for Sex

Module 2. Rape Myths, Gender Norms

Module 3. Effective Communication

Module 4. Alcohol and Rape

Module 5. Victim Empathy

Module 6. Bystander Intervention
Study Design

► **Overview**: Two-group, parallel RCT with 1:1 randomization

► **Setting**: Two study universities in Hanoi, Vietnam

► **Eligible sample**: Heterosexual or bisexual men 18-24 y starting uni Sept 2019

► **Assessment**: Pretest (in-person TASI), 3-mo and 9-mo posttests (remote TASI)

► **Primary outcomes**: Sexually violent behavior (SES) [16], Prosocial bystander behavior (4-items adapted) [17-19]

► **Mediators**: cognitions/knowledge, beliefs/attitudes, affect, capacities (validated or adapted/validated locally) [20-21]
Flow Diagram for Participation, Retention

Invited to participate (n=1017)*
- Did not attend (n=205)
- Refused (n=7)
- Ineligible (n=12)

Enrolled and finished baseline survey (n=793)

Randomly assigned to GlobalConsent (n=396)
Refused to learn (n=4)

Invited to 6-month post survey (n=392)
- Refused: 3
- Could not contact: 15
- Incomplete: 0
- Completed: 374

Randomly assigned to AHEAD attention control (n=397)
Refused to learn (n=2)

Invited to 6-month post survey (n=395)
- Refused: 2
- Could not contact: 16
- Incomplete: 0
- Completed: 377

Invited to 12-month post survey (n=389)
- Refused: 0
- Could not contact: 25
- Incomplete: 0
- Completed: 364

Invited to 12-month post survey (n=393)
- Refused: 0
- Could not contact: 15
- Incomplete outcome: 3
- Completed: 375
## Intent-to-Treat Findings

### Odds Ratios for SVB and PBB, Posttest 1+2 vs Baseline, 739 Men Starting University in Vietnam in Sept. 2019, Randomized to GlobalConsent or AHEAD

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<tr>
<th>Outcomes</th>
<th>OR</th>
<th>(95% CI)</th>
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<tr>
<td>Sexually violent behavior</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes any</td>
<td><strong>0.71</strong></td>
<td>(0.50, 1.00)</td>
</tr>
<tr>
<td>Yes high (&gt; 2 acts)</td>
<td><strong>0.47</strong></td>
<td>(0.31, 0.72)</td>
</tr>
<tr>
<td>Prosocial bystander behavior</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes any</td>
<td><strong>1.51</strong></td>
<td>(1.00, 2.28)</td>
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<tr>
<td>Yes high (&gt; 2 acts)</td>
<td><strong>1.19</strong></td>
<td>(0.78, 1.81)</td>
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OR=odds ratio for posttest 1+2 vs baseline; CI=Confidence Interval
Parallel Multiple-Mediation Analysis: **SVB**

**Program**
- **Global Consent**

**Mediators**
- Sexual Violence Laws and Harm
  - $ab = -0.08$, $OR = 0.93$
- Alcohol’s Effects on Cognition, Memory, and Behavior
  - $ab = 0.05$, $OR = 1.05$
- Empathy for Rape Victims
  - $ab = -0.04$, $OR = 0.96$

**Outcome**
- Sexually Violent Behaviors
Parallel Multiple-Mediation Analysis: PBB

Program: Global Consent
Mediators:
- Sexual Violence Laws and Harm: $ab = -0.05, OR = 0.95$
- Bystander Self-Efficacy: $ab = 0.04, OR = 1.04$
- Bystander Intention to Intervene: Action: $ab = 0.07, OR = 1.07$
Outcome: Prosocial Bystander Behavior
Direct Effect, $c' = 0.36, OR = 1.43$
Limitations

Generalizability: two urban universities sampled

Social desirability bias

Intent-to-treat analysis

Cannot assess module-specific impact

Strengths

Census of male students across public and private universities

Efforts to maintain confidentiality

High retention and program completion

Use of validated, context-adapted instruments
Limitations

- Social desirability bias
- Intent-to-treat analysis
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Implications for Research and Practice

- **Potential differences in theory of change** for SVB and PBB
- **Scalability** as access to internet and mobile devices expands globally
- **Practicality** as remote education increases in COVID-19 era
- **Opportunities for testing and scale-up:**
  - Implementation across other regions of Vietnam
  - Implementation in high schools
  - Adaptation for other countries in Southeast Asia
Conclusions

- GlobalConsent is an efficacious, web-based intervention for university men that reduces sexually violent behavior by increasing knowledge about sexual violence legality and harm and by increasing empathy for victims.

- GlobalConsent also improves bystander behavior directly and by increasing knowledge of sexual violence legality and harm and increased bystander capacity to intervene.

- GlobalConsent has remarkable promise for national scale-up in Vietnam and adaptation to other Southeast Asian settings as an effective and sustainable strategy to prevent sexual violence against women, with cascading public health benefits.
Questions and Correspondence

- **kathryn.yount@emory.edu**

- **Other talks by our team**: Effects of exposure to sexually explicit material on sexually violent behavior among first-year university men in Vietnam
  Irina Bergenfeld, Yuk Fai Cheong, Quach Thu Trang, Tran Hung Minh, Kathryn M Yount, Thursday, 22 Sept 14:30–16:00 in Tenerife 1, 2, 3

- **Our new NIH/FIC D43 national training program CONVERGE**: Consortium for Violence Prevention Research, Implementation, and Leadership Training for Excellence (MPI Le Minh Giang): kathryn.yount@emory.edu or visit our websites:
  - [https://scholarblogs/emory.edu/converge](https://scholarblogs/emory.edu/converge)
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References


