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Sharyn J. Potter, Ph.D., MPH, is an associate professor in the Department of Sociology and Co-Director, of *Prevention Innovations, Research and Practices for Ending Violence Against Women on Campus*, a research and development unit at the University of New Hampshire. Dr. Potter has a doctoral degree in medical sociology and a masters degree in public health from Emory University. Dr. Potter co-leads the development, dissemination and evaluation and of the Know Your Power® Bystander Social Marketing Campaign that raises awareness regarding the problems of sexual and relationship violence and stalking. The campaign images model prosocial behaviors that target audience members can use in situations where sexual and relationship violence and stalking are occurring, have occurred or have the potential to occur. The Know Your Power Bystander Social Marketing Campaign has received funding from a variety of sources including the Department of Justice, Centers for Disease Control and Prevention and Verizon Foundation. In 2009-2010, Dr. Potter received funding from the United States Department of Defense to translate, administer and evaluate the Know Your Power Bystander Social Marketing Campaign on one United States Army in Europe (USAREUR) Post and translate, administer and evaluate the Bringing in the Bystander® In Person Prevention Program on a second USARUER Post. The papers documenting findings from these pilot studies were published in *Military Medicine* (2011) and the *Journal of Interpersonal Violence* (2012). Dr. Potter is currently working with members of the New Hampshire National Guard to develop a comprehensive prevention education strategy to reduce the incidences of sexual violence. She has also led two research studies that examined the prevalence of sexual assault among women and men ages 18 and over in New Hampshire. Dr. Potter completed a study examining the prevalence of sexual violence among working women and has co-authored three papers using data from the NH Sexual Assault Nurse Examiners (SANE) database.