

Prepared for:

**The Missouri Department  
of Health and Senior  
Services**

**Direct**

**Distract**

**Delegate**



**You just  
GOTTA...**

**01** A statewide advertising campaign to prevent sexual violence (SV) and intimate partner violence (IPV) IPV. more people in the prevention of violence in their communities.

**02** Offers research results along with theory-based data that included both youth and experts in SV and IPV to ensure relevance of messaging.

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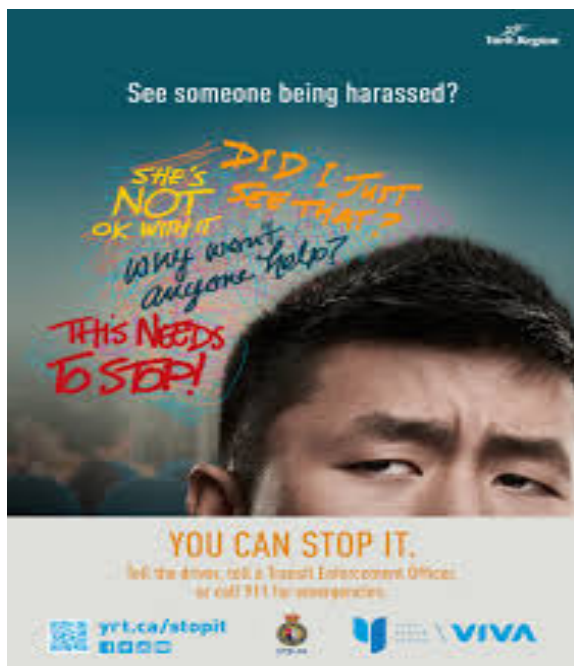
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## EXECUTIVE SUMMARY

The Department of Health and Senior Services established a relationship with the Missouri School of Journalism in July 2020 to review current literature and provide insights on how to reduce and/or eradicate sexual, domestic, and intimate partner violence. We also were also asked to identify campaign ideas, tactics and a media plan that might be the most amenable to a campaign initiative focused on increasing reports of sexual, domestic, and intimate partner violence.

Insights gained from an exhaustive literature review prompted creation of a creative concept for a persuasive and educational public relations message campaign. The present research report/project examines the uses of social psychology and promotions to encourage bystander and victim reports of violent experiences and relationships.

To create an effective campaign and strategy, we drew upon three major bodies of information. First, we surveyed major textbooks, published scientific research, empirical studies, and conference proceedings in search of frameworks and other bodies of evidence that might be used to help create an effective health campaign aimed at two audiences; bystanders or witnesses and victims of intimate partner violence. Second, we reviewed other communication initiatives for sexual violence campaigns in an attempt to determine if the State of Missouri, Department of Health and Senior Services might be able to learn from the failures and build upon the success of campaign ideas. And finally, Dr. Frisby met with practitioners and scholars recognized for their work in developing, applying, and/or evaluating health-focused campaigns to encourage their input on the appropriate media planning and message strategy techniques that will be effective at reaching our target audiences with an 80% effective reach that they will be exposed to the message within a one-month time period.

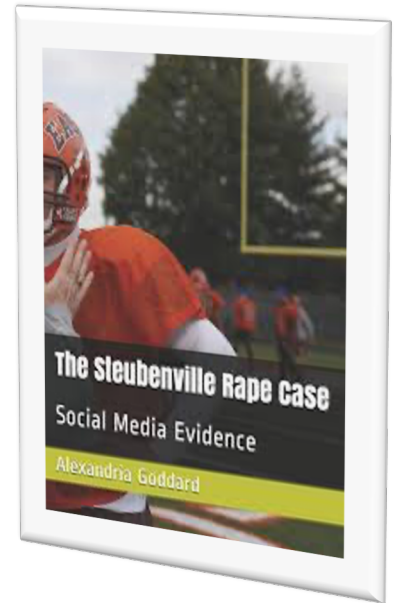


## STATEMENT OF THE PROBLEM

On a night in August, 2012, nearly a dozen bystanders watched as a young girl, incapacitated by alcohol, was publicly and repeatedly sexually assaulted by members of the high school football team, several of whom documented the acts on social media. The perpetrators were seen on the video clips, which were filmed on cell phones by the bystanders, laughing, making jokes, talking about “training her,” and making fun of the fact that she was passed out.

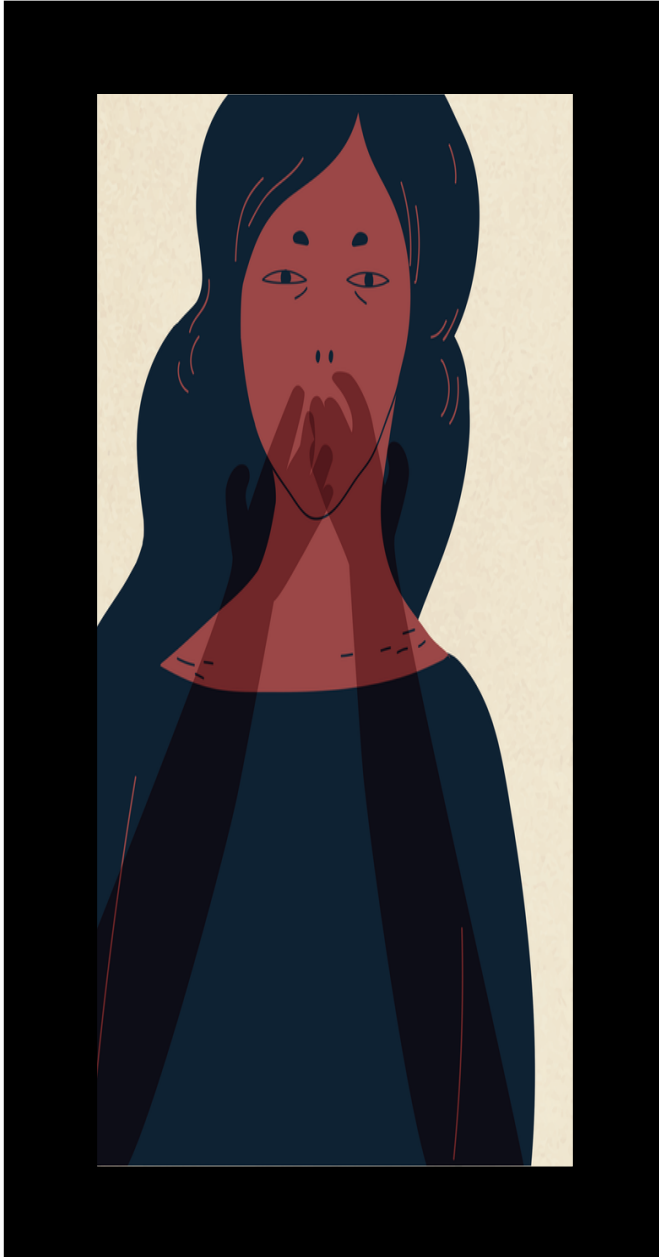
The victim was transported to various rooms, undressed, photographed, and sexually assaulted frequently. News reports informed us that the young girl was also penetrated vaginally by other students' fingers (digital penetration), an act we come to learn is defined as rape under Ohio law. While many of these bystanders carried cell phones and recorded videos, no one intervened. Why did this happen? Why did none of her peers stand up against this act of sexual violence?

What made this situation worse was that the perpetrators uploaded the videos to Facebook and Twitter, sent and shared the violence thru several text messages, and cell phone recordings of the acts. All of this occurred while a community of adults, coaches, and high school teachers did nothing to intervene. Some feel that the fact that the community in Steubenville, OH said and did nothing led to a massive controversy and polarized Americans about rape and rape culture. Two young male students and super star high school football players with bright futures, Ma'lik Richmond and Trent Mays, both 16 at the time of the crime, were convicted in juvenile court for the rape of a minor. News reports informed us that three adults were indicted for obstructing the investigation into the rape. Adults were indicted for obstructing the investigation? Reports documented that even Steubenville's superintendent of schools was charged with hindering the investigation into a rape that took place earlier in 2012.



Sadly, it was reported during the trial that three witnesses of the crime actually took their photos and videos of the violence back to a second party so that they could share, laugh, and make jokes about the victim and what happened to her. To exacerbate the rape culture in this city, one tweet was found where a baseball player said “Some people deserve to be peed on.” This

tweet was retweeted later by several people. Then there was the 12-minute video posted in the wee hours of the morning to YouTube, where and they about the rapes, joking that "they raped her quicker than Mike Tyson raped that one girl." One tweet even was recorded that said "They peed on her. That's how you know she's dead, because someone pissed on her." Finally, one of the tweets that was also documented in videos posted on YouTube and shared on Facebook stated that the victim was "like a dead body" and "deader than Caylee Anthony." This bystander not only took



selfie photos of the victim lying naked with semen on her body but he proudly and laughingly stated in the video that the semen was his. In a text message to a friend afterwards, the assailant said "I shoulda raped her now that everybody thinks I did," but "she wasn't awake enough."

For many of us passionate about preventing these instances, the most disconcerting aspect is not just that it happened, but the response of an entire community who rallied behind and supported the perpetrators and victim-shamed a young innocent girl. Adult bystanders knew about the rape, saw the thousands of text messages about the rape, saw the video on YouTube and then shared the video, and tried to cover for the rapists. The bystanders were high-school teachers who are actually mandated reporters of sexual violence acts—yet they chose to cover up a violent sexual act by protecting the known sexual offenders. This and many other insights into the Steubenville incident can be seen in an 80-minuted Netflix original documentary movie titled *Roll Red Roll*. In this documentary movie about the rape, viewers see a recent public example of the breadth and depth of rape culture.



Bystander inaction is known to be attributed to a phenomenon known as the “bystander effect.” The bystander effect refers to the idea that responsibility for intervention by bystanders is diffused in an entire community and the result of the diffusion of responsibility to intervene results in members of a community being much more likely to be passive rather than serve as active bystander. The passivity that spreads among adult bystanders is what is most likely to create the “bystander effect.” The spread of the passivity should be termed “diffusion of apathy” is the main variable that leads to a bystander effect of nonchalance and perhaps one that turns the horrific violent act into one that many adults find funny (i.e., Ray Rice and Halloween costumes. For reference, go to <http://feministing.com/2014/10/27/ray-rice-halloween-costumes-are-not-funny>). For a survey of many more simply google “photos and images of ray rice Halloween costumes”).

In the background section of this report, we will discuss the effects of rape culture on bystanders and victims. In deciding how to approach a successful campaign that the client, MODHSS (Missouri Department of Health and Senior Services) would find hopeful, exciting, practical, and important to produce, the consultant and a team of investigators determined that the most effective approach would be to engage a primary intervention campaign approach that focuses on bystanders in lieu of perpetrators or victims—an approach that could successfully address rape culture.

Rape Culture has been defined as an environment in which rape is prevalent and sexual violence against women is normalized and excused in the media and popular culture. Research informs us that rape culture is cultivated and perpetuated through the glamorization and belittling sexual violence (i.e., the Steubenville rape case, Ray Rice Halloween costumes, making jokes about victims and the act of rape, etc) use of misogynistic language, objectification of women in media and observed in communities, and the glamorization of masculinity and abuse of power that is often evident in sexual violence. All of these factors, thereby, aid in the creation of a community patronizes, humiliates, and disregards women’s rights and safety.

Based on the prevalence of instances like the Steubenville rape case, the consultant determined that an educational advertising and public relations campaign that would over long-term distribution, actually transform communities with high rape cultures into communities that ultimate support victims and reduce the propensity to glamorize sexual, domestic, and intimate partner violence.



## “YOU JUST GOTTA” A CAMPAIGN TO REDUCE DOMESTRIC VIOLENCE

The overall goals of the proposed campaign are to:



1. Encourage a community of adult bystanders to step in and intervene and avoid the idea that “it is not my place” to speak out and speak up they know someone is involved in an abusive relationship, or if they hear someone else making an offensive joke, or trivializing rape
2. Train bystanders how to respond to a friend if they hear he or she say that they have been sexually abused, raped, violated. The campaign seeks to show bystanders how to listen to a victim’s story of sexual violence without judgment, and offering advice. Be supportive, respectful and just listen
3. Teach them how to communicate with victims of sexual violence without making assumptions and encouraging the victim to just leave the abusive relationship.
4. Send positive affirmations on how to avoid relying on stereotypes that may shape their beliefs, feelings and attitudes about sexual violence and the role that victim plays in the extent to which violent actions occur or will not occur.
5. Persuade potential bystanders to be involved and to intervene! Join a student or community group working to end violence.

We hope the development this statewide advertising campaign to prevent sexual violence (SV) and intimate partner violence (IPV) will lower the risk factors associated with SV and IPV. We also hope that the proposed campaign will change the attitudes of passive bystanders into active bystanders who will, as a result of the campaign message, to feel confident in their ability to “discourage, prevent, or interrupt” a sexual violence. Next, we will cover what the literature has to say about barriers that preclude victims and bystanders from reporting violent acts. In the next section, we hope to show why a campaign aimed at bystander intervention will show that a campaign aimed at this target will ultimately grant the self-efficacy needed to step in and speak out when they know or suspect that a person is being abused and violated. We want to show this target of passive bystanders how to support a family member, friend, and/or coworker how to intervene when confronting victims of SV, DV or IPV.

### Extensive Review of Literature and Advice from Professionals

Sexual violence (SV) and Intimate Partner Violence (IPV) are pressing public health concerns for the citizens of Missouri. The MDHSS will utilize funding from the Centers for Disease Control and Prevention to address SV and IPV in Missouri through the use of a statewide advertising campaign

to prevent SV and IPV by reducing risk factors associated with SV and IPV. We would like to consult with both youth and experts in SV and IPV to ensure relevance of messaging.

## TIMELINE AND STEPS INVOLVED IN THE CAMPAIGN DEVELOPMENT PROCESS

**Step 1: Identify what information needs to be collected. (July 2020 – August 2020)**

Research was conducted to examine:

- Profiles of various consumer segments in order to identify the audience that will be most likely to resonate with the message and act on the idea that it is up to them to help reduce and eventually eradicate sexual violence.
- Risk factors and intervention approaches frequently used in healthcare.
- Campaign’s reach and message effectiveness
- Changes in attitudes toward domestic violence

**Step 2: Select the key questions that need to be included in the campaign development (August 2020 – September 2020)**

It was determined that the a review of the literature and conversations with professionals in the field of SV, DV, and IPV should find data on the following:

- General awareness of, attitudes towards, and professed behaviors relating to domestic violence. That includes the audiences’
  - awareness of domestic violence as an important social issue;
  - determination of whether or not domestic violence is acceptable under certain circumstances;
  - inclination to behave in physically or emotionally violent ways
  - awareness of how to get help, such as knowledge about available support services; awareness of where to telephone for help;
  - inclination to advise others to telephone the Helpline;
- The metrics used to evaluate the campaign will include measuring;
  - advertising reach and impact (i.e., awareness of advertising [spontaneous and prompted];
  - message take-out; attitudes towards the campaign;
  - calls to the helpline
  - acceptance of referrals to counseling.

**Step 3: Conduct Primary Research (October 2020-November 2020)**

A three-wave random survey was be conducted with adults between the ages of 18 and 65. . In each wave, approximately 100 adult males and females were surveyed. Respondents were selected using social media and requests for friends and family in various networks to complete the survey.

## “YOU JUST GOTTA” A CAMPAIGN TO REDUCE DOMESTRIC VIOLENCE

### The three surveys:

- took place throughout the month of October 2020
- included adults in the states of Missouri and Oklahoma
- were analyzed to determine differences in responses between participants residing in each state.

### Step 4: Develop a data analysis and reporting plan. (November 2020)

- Standard research techniques were used to analyze the data and develop a report on the findings.

### Step 5: Develop Message Strategies, Tactics, Interventions and Campaign Evaluation (November 2020-December 2020)

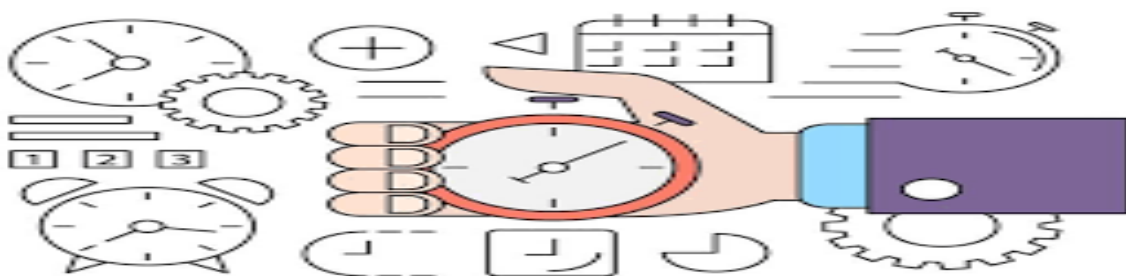
- Complete big idea/creative strategy document for campaign development
- Finalize the advertisements and materials in order to provide them to distribution channels and partners throughout the state of Missouri.
- Develop media plans and invite reporters to a media event.

### Step 6: Execute and manage intervention components. (January 2021)

The campaign will launch on January 4, 2021 with a virtual (due to COVID-19) media event that will be the foundation and set the stage for various interventions.

- The campaign seeks to distribute various materials. Flyers, posters, toolkits, mobile phone game app, booklets, newsletters and other social marketing tactics that can be distributed to a variety of individuals and organizations, including worksites.
- The campaign will implement extensive public relations activities that could include campaign representatives to distribute the flyers, posters, and other information to the secondary target audience: influencers. Influencers will also serve as “brand” ambassadors in which their main job is to support and reinforce the key campaign messages and create spaces in our culture that effectively promote and intentions towards actual behavior change.

### Step 7: Execute, distribute, and manage a monitoring and evaluation plan. (January 2021)





## BACKGROUND AND REVIEW OF THE SEXUAL, DOMESTIC, AND INTIMATE PARTNER VIOLENCE LITERATURE

How do consumers perceive crime and domestic, sexual, and intimate partner violence? What motivates one person to report a crime when they see it and another to turn the other cheek? It was determined that the first step in the process was to scour the literature to obtain a better understanding of consumers’ decision-making processes in order to understand motivations, desires, needs, and the perception process. With this in mind, a review of the literature was conducted along with informal surveys with consumers to assess their attitudes, behaviors, and preferences when making decisions about reporting instances of sexual, domestic, and intimate partner violence. It was determined that a segmentation analysis of data on consumers focusing on attitudinal and behavior questions rather than demographics, will provide the Missouri Department of Health and Senior Services with information that will offer us a far more fertile and prolific understanding of consumers than basic data analysis that focuses solely on demographics.

When it comes to learning about domestic, sexual, and intimate partner violence, research informs us that, on average, most individuals learn about domestic violence through at least one of two distinct processes; either they will become victims or observers of violence or they learn about sexual violence indirectly through depictions of violence in mass media or from other sources. Research also shows that some individuals find out about sexual, domestic, and intimate partner violence through direct AND indirect experiences.

### Circumstances and Risk Factors

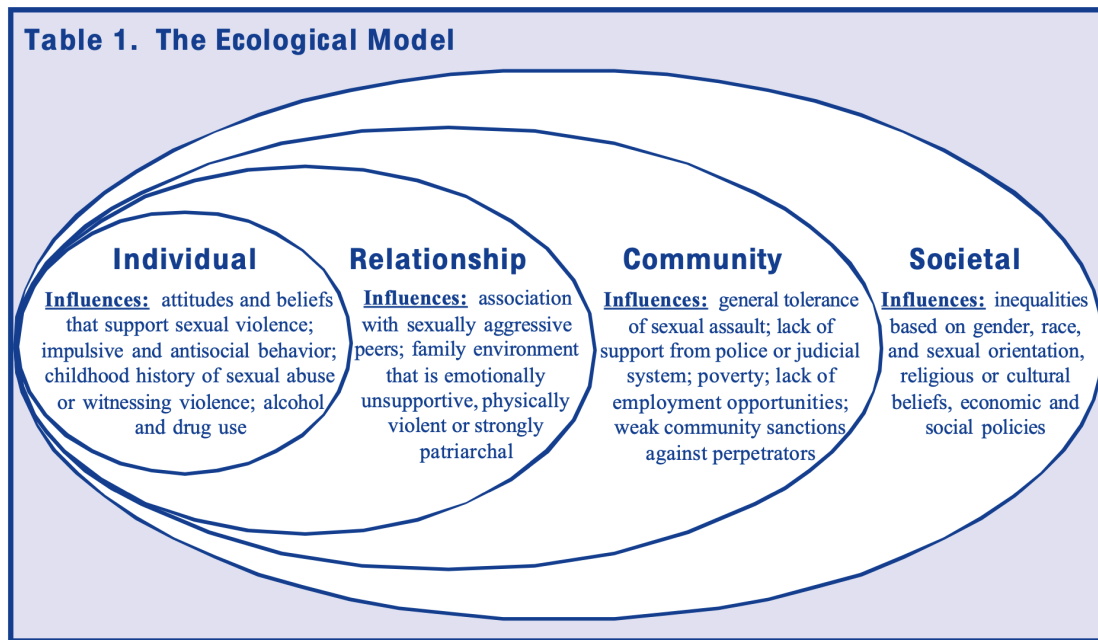


Before developing a message, strategy aimed at prevention, it was determined that research was needed to help uncover and provide a basis for the circumstances and factors that influence sexual, domestic, and/or intimate partner violence. This section of the report will summarize risk factors that might be incorporated in the message strategy developed for the campaign.

- Source: Institute for Work & Health, Spring 2015. Issue 80. “*Primary, Secondary and Tertiary Intervention.*”

[https://www.iwh.on.ca/sites/iwh/files/iwh/at-work/at\\_work\\_80\\_0.pdf](https://www.iwh.on.ca/sites/iwh/files/iwh/at-work/at_work_80_0.pdf)

The information provided in Table 1 is published in a book titled *World Report on Violence and Health* written by Jewkes, Sen, and Garcia-Moreno, 2002.



Note: *World Report on Violence and Health* written by Jewkes, Sen, and Garcia-Moreno, 2002.

Overall, we see the various risk factors that may influence the likelihood to perpetuate sexual violence. From individual and relationship-level influences to larger contexts such as community and societal influences, the ecological model is relevant and important when considering primary prevention because not only does it address a global, more comprehensive approach, but from a cultural competency level, it allows us to understand norms, beliefs, and social and economic influences that create and set the foundation for the occurrence of sexual violence.

### Reporting the Crime

Published research on this topic show that in communities where rape culture is prevalent, (i.e., cultures where norms encourage victim-blaming and empathy for the accused), the likelihood of reporting the crime will most likely yield fewer reports of the crime. Yet, we know that cultures where rape culture is less pervasive, (i.e., the victim perceives that others will trust the victim’s story of the crime and that a full investigation will be conducted likely resulting in an arrest) reporting the crime is much more likely because the victim knows that his/her allegation will be perceived as credible (Jordan 2006; Schuller and Stewart 2000).

Examples of Rape Culture (this list was retrieved from <https://www.marshall.edu/wcenter/sexual-assault/rape-culture/>)

- Blaming the victim (“She asked for it!”)
- Trivializing sexual assault (“Boys will be boys!”)
- Sexually explicit jokes

- Tolerance of sexual harassment
- Inflating false rape report statistics
- Publicly scrutinizing a victim’s dress, mental state, motives, and history
- Gratuitous gendered violence in movies and television
- Defining “manhood” as dominant and sexually aggressive
- Defining “womanhood” as submissive and sexually passive
- Pressure on men to “score”
- Pressure on women to not appear “cold”
- Assuming only promiscuous women get raped
- Assuming that men don’t get raped or that only “weak” men get raped
- Refusing to take rape accusations seriously
- Teaching women to avoid getting raped instead of teaching men not to rape

Overall, current statistics on domestic violence crimes that are reported, data show the following:

### Assaults That Are Not Reported

- Only 230 out of every 1,000 sexual assaults are reported to police. That means about 3 out of 4 go unreported.
  - Individuals of college-age
  - Female Students: 20% report
  - Female Non-Students: 32% report
  - The elderly: 28% report
  - Members of the military: 43% of female victims and 10% of male victims reported.

*Reasons Victims Choose to Report—or Not:* Of the sexual violence crimes reported to police from 2005-2010, the survivor reporting gave the following reasons for doing so:

- 28% to protect the household or victim from further crimes by the offender
- 25% to stop the incident or prevent recurrence or escalation
- 21% to improve police surveillance or they believed they had a duty to do so
- 17% to catch/punish/prevent offender from reoffending
- 6% gave a different answer, or declined to cite one reason
- 3% did so to get help or recover loss

Of the sexual violence crimes not reported to police from 2005-2010, the victim gave the following reasons for not reporting:

- 20% feared retaliation
- 13% believed the police would not do anything to help
- 13% believed it was a personal matter
- 8% reported to a different official
- 8% believed it was not important enough to report
- 7% did not want to get the perpetrator in trouble
- 2% believed the police could not do anything to help
- 30% gave another reason, or did not cite one reason

In terms of vulnerable populations and trends on the occurrence of domestic violence among minority communities, we find statistics that show:

- Research shows that approximately 4 out of every 10 non-Hispanic Black women (43.7%), 4 out of every 10 American Indian or Alaska Native women (46.0%), and 1 in 2 multiracial non-Hispanic women (53.8%) have been victims of domestic violence, and/or stalking by an intimate partner in their lifetime.
- According to expert, these rates are 30%-50% higher than the rates of violent crimes experienced by Hispanic, White non-Hispanic women and Asian or Pacific non-Hispanic women. Source: National Intimate Partner and Sexual Violence Survey, 2018 Summary Report. National Center for Injury Prevention and Control, Division of Violence Prevention, Atlanta, GA, and Control of the Centers for Disease Control and Prevention.

### DEFINING CULTURAL COMPETENCE

Cultural competence is a key principle involved in public health approaches because it guides activities such as designing and implementing health programs, data collection and analysis, all while relying on unique contexts of groups, populations, and communities (Center for Disease Control, 2014). Research that focuses on the influence on culture considers the various ways communities talk, think, and feel about sexual and domestic violence.

According to Cross (1989), cultural competence refers to “integrated patterns of human behavior that include the language, thoughts, communications, actions, customs, beliefs, values, and institutions of racial, ethnic, religious, or social groups” (Cross, 1989, p. 3). In other words, when we talk about using cultural competence in public health campaign development, we are referring to the ability (competence) to use our thoughts, motivations, and behaviors to build understanding between people. Cultural competence in health campaign development also means to be respectful and open to various cultural perspective and work towards equality in health care.

While at first reading, some may infer that cultural competence is really about having knowledge, sensitivity and awareness. While the idea behind cultural competence does have some similarities, what makes this approach different is the idea that cultural competence involves actions and changes in the healthcare structure.





## RESEARCH ON PUBLIC HEALTH INTERVENTIONS

Public health \*interventions are often grouped into three prevention categories based on when the intervention occurs. Sexual violence interventions can be divided into the following three Categories (1) primary prevention; (2) secondary prevention and (3) tertiary prevention.

The main objective of primary prevention in public health is to prevent or preclude sexually violent acts before they even occur (Centers for Disease Control & Prevention, 2004; Valle, Hunat, Costa, Shively, Townsend, Kuck, Rhoads, & Baer, 2007). Health campaign approaches relying on this intervention seek to prevent initial perpetration or victimization (Prevent, 2005b). For instance, if a middle-school seeks to execute a program designed to prevent sexual violence in dating situations, a primary intervention would involve teachers who would teach students about healthy relationships and sexuality, set up a partnership with parents that educates them along with school staff on how encourage their teens on healthy dating and relationships, and focuses on the development of academic policies for K-12 students that supports behaviors of health relationships while at the same time depicting the consequences for noncompliance (Valle, et.al., 2007).

The secondary prevention approach seeks to reduce the impact of an on-going abusive relationship. In other words, secondary prevention approaches focus on offering victims still in violent relationships with immediate help and resources during sexually violent episodes. Tactics using the secondary prevention approach attempt seek to help victims deal with the short-term consequences of violence, like employing crisis interventions, access to advocates, medical care and other resources and/or programs to improve collaborative multidisciplinary responses—an approach that relies heavily on cultural competence.

Finally, the goal of a tertiary prevention approach is to offer long-term solutions after sexually violent acts have transpired. Tertiary prevention is used used to help victims manage long-term, often-complex health issues and injuries that often result from abusive relationships. With the tertiary approach, methods are used to help victims deal with the aftermath that comes with violent relationships. Tertiary prevention is designed to address struggles of being involved in violent relationships through policies, programs and services. For instance, tactics employed at this level of prevention include the provision of counseling services, self-defense classes, housing and other resources that will alleviate financial burdens, namely cost of living, along with other treatment programs.

Based on a plethora of published works, it was decided that the campaign for MODHSS should focus on primary interventions—that is using a health approach that seeks to prevent violence before it occurs. According to research on the topic, campaign approaches that attempt to reduce the impact of a sexual violent act after it happened often has less than perfect outcomes. The information in Table 2, we find clear guidance on the various interventions that can be used at the primary level and those that can be effective at the secondary and tertiary levels (Cox, Ortega, Cook-Craig, & Conway, 2010; DeGue, Simon, et al., 2012; McMahon, 2000; Jewkes, Sen, and Garcia-Moreno, 2002).

**Table 2. The WHEN and WHAT Matrix**

	<b>Individual</b>	<b>Relationship</b>	<b>Community</b>	<b>Societal</b>
<b>Before</b>	Implement and evaluate discussion groups among men that explore prevalent notions of masculinity and their relationship with sexual violence; healthy and respectful relationships; and men’s role in preventing sexual violence.	Implement and evaluate a discussion group based intervention with male peer groups (e.g., fraternities, athletic teams) to change group norms that support and condone sexual harassment and violence. Men will learn to hold their peers accountable for attitudes and behaviors that support sexual violence.	Engage youth as agents of change to affect their school’s climate of tolerance for sexualized bullying by leading classroom-based conversations and school-wide special events.	Assist in educating legislators about the importance of economic and educational policies that promote the economic status of women and reduce inequalities in employment.
<b>After</b>	Provide offender treatment services for perpetrators.  Provide crisis intervention services for sexual assault survivors.	Provide services to family members of sexual assault survivors to assist them in resolving the impact of the assault and to help them be sensitive and supportive of the survivor.	Develop police protocols for responding to and investigating reports of sexual assaults.  Hold “Take Back the Night” rallies to raise community awareness of the scope, nature, and impact of sexual violence.	Assist in educating legislators about the importance of mandatory legislation that ensures all survivors of sexual assault the provision of a forensic medical exam at no charge.

**Directed Prevention Interventions**

In addition to the three prevention approaches frequently found in health campaigns, research was also conducted on the types of directed interventions known to reduce the likelihood of risk of victimization or perpetration. Which target market is and will be most receptive to messages concerning; a) the onset of adverse relationships, b) reducing or avoiding the injury and harm that results from abusive relationships, and c) how deep and wide should an audience for a health campaign aimed at reducing or eradicating sexual violence be? In order to answer the question, research was conducted on the appropriate target market for the current campaign. (Center for Disease Control and Prevention, 2004, 2010, 2012; Curtis & Love 2016; Powell, Mercy, Crosby, Dahlberg, & Simon, 1999)

**Characteristics of appropriate target audiences**

Research revealed four categorize segmented by characteristics of the targeted audience. The first segmentation method involved a more universal prevention strategy where the messages are directed at groups or a larger, more general population. With a universal approach, messages with respect to sexual, domestic and interpersonal partner violence are delivered to a larger, more varied group of populations. The next segment is termed selected prevention intervention and the

target of these messages are those people who are thought to be vulnerable toward and have a highly amplified risk for victimization, whether a perpetrator or a victim.

The next type of segmentation in terms of prevention intervention involves directing messages toward those who have already experienced violence—be it as a perpetrator or a victim. And, the last approach, known as the socio-ecological model of violence prevention uses strategic messaging to explain the occurrence of violence and with the end result of identifying potential prevention strategies on four levels: individual, relationship, community and societal. Factors at one level are often influenced by factors at other levels. According to research, factors at one level may influence factors at other levels. (Dahlberg & Krug, 2002; Center for Disease Control and Prevention, 2004).



As revealed in the literature, we know that bystander intervention strategies are focused on those individuals who will intervene when they see acts of violence or situations that may be likely to cause extreme harm or injury to a victim. Research suggests that directed interventions aimed at this market can help redirect the victims' feeling of shame, embarrassment, and increase feelings of low self-esteem and hope that the assaults will end—just a few of the consequences that result from a perpetrator's "gaslighting," a concept that will be explained later in this report.

Bystander intervention is based on a strong theoretical framework, a theory known as the Theory of Planned Behavior (TPB). The theory of planned behavior was identified because it is the one theory that centers on the intention of an individual. Thus, it was determined that this theory and grounding the campaign in the theory will help us to create a campaign that addresses the intention of a bystander. The theory, it is presumed, will allow us to use theory to predict, explain and understand what we must do in order to create a campaign message that will effectively encourage intervention when bystanders observe or "hear about" or suspect that there is a sexual violence situation in process.

According to the literature on the theory of planned behavior, bystander will transform from passive to active behavior if the bystander:

- has or expresses attitudes and beliefs that show that he and she oppose sexual violence,
- perceives that others want to combat the normalization of SV, IV, and IPV, and that there are others who wish to intervene when sexual violence occurs,
- believes that he/she has the skills and has been offered enough information that will equip them to effectively intervene. The bystander, again, according to the first point, must express the intention to intervene.

Research tells us that bystanders are more likely to "engage in pro-social behavior" when they are aware that there is a problem and they see themselves as a responsible party in solving the

problem (Baynard, Mounihan, & Plante, 2004, 2007; Berkowitz, 2002; Brun, 2009; Powell, 2011; Latane & Darley, 1970; Tabachnick, 2008).

Research conducted developed by Latane and Darley (1970), which we found was one of the the most commonly used bystander intervention models identified five steps that must bystanders must be wise in that he/she must be able to:

1. Recognize signs that an act of sexual violence may occur or is occurring.
2. Identify that the potential victim is at risk and that intervention is appropriate.
3. Decide whether or not to take responsibility to intervene.
4. Decide the most appropriate and safest way to intervene.
5. Implement the decision to intervene safely to diffuse the situation.

### Attributes of successful campaigns

To summarize information from this section of the report, research reveals several characteristics that must be included for a campaign aimed at bystanders and other influencers to reduce or eradicate domestic violence occurrences to be successful (Abbey & McAuslan, 2004; Nation, et al., 2003; Casey & Lindhorst, 2009; Tharp et al., 2013). In order to achieve observable results from a campaign aimed at reducing sexual violence, we know that strategies must be:

1. **Comprehensive.** That is, campaigns must rely on many components that address a wide range of risk and protective factors of the target problem.
2. **Skills-based:** Strategies should rely on multiple teaching methods that include a skills-based component to enhance self-efficacy of either the victim, the bystander, the perpetrator or all three.
3. **Focused on high average frequency of exposure to the message by 80% of the target audience.** That is, members of the target audience must be within reach and have opportunities to be exposed to the message for it to have an effect. In other words, frequency or the number of times a member of the target audience is exposed to the message within a given time period must be at a number that shows that the message inspired a particular effect. Frequency is often measured by total exposure to program content.
  - a. Research shows that in order for a campaign to have an effect on the behavior of participants (Small et al., 2009), the average number of times the target is exposed to the message has to involve longer periods of time for a campaign to run as well as increases in the number of exposures within a four-week period.
  - b. According to Nation et al., (2003), longer programs may be more likely to achieve lasting results. In addition, researchers argue that although it may be possible to see changes in some behaviors with brief and limited campaigns, behaviors that are complicated and complex (i.e., sexual violent behaviors require a higher dosage in order to change behavior and have lasting effects.
4. **Theory-driven:** messages must be based on a scientific theory that has potential to explain, understand and predict effects. In other words, there must be a logical rationale that supports the message strategy.

5. Paul and Gray (2011) concluded that sexual violence prevention campaigns and the strategies employed often lack strong theoretical frameworks. These researchers go on to argue that many of the campaigns that have been produced often lack a theoretical focus results in campaign messages that fail or provide weak or immeasurable results.
  - a. Campaigns that rely on theories like the Theory of Planned Behavior typically provided measurable hypotheses that will identify the attributes of campaign messages that may possibly address the health risk behaviors and increase potential for prevention or eradication of sexual violence (Nation et al., 2003).
  - b. Unfortunately, few if any studies providing empirical evidence on primary prevention intervention strategies and their effect on sexual violence have been conducted. Furthermore, few studies have been done that link the effects of exposure to programs and resources about unhealthy relationships and domestic violence and the age at which we should expose participants to those messages (Tharp, DeGue, et al., 2011).
  - c. Results obtained in the Nation et al., (2003 ) shows that a majority of the studies that rely on primary intervention strategies will more often than not include adolescents. Few studies have been published using participants at the elementary or middle school age or with children from various ethnic backgrounds. It was revealed that in many primary intervention strategies, increasing awareness or changing attitudes are often very attractive messages used for intervention because it is thought that those campaign objectives are relatively easy to measure (Tharp, DeGue et al., 2011).
  - d. In many cases, campaigns aimed at changing attitudes often demonstrate short-term effects (i.e, attitudes changed peripherally are easier to change that attitudes change by creating a context that encourages consumers to elaborate on the message). It is hoped that this campaign and its message strategy encourages further theoretical work in order to establish the effects of these factors in violence prevention. In other words, we need research that goes beyond the mere correlational data but research on campaigns that yield powerful data used to provide a theoretically strong, well-developed, practical study that can be used to explain the role of attitudes and potential value knowing a target group’s attitude serves as a primary prevention attribute. On the other hand, cognitive factors, including hostility toward women, traditional gender role adherence, and hypermasculinity, have shown consistent links to sexual violence perpetration (Tharp et al., 2013) but are rarely addressed directly in prevention programs.
6. Culturally competent: For a campaign focused on sexual violence to be effective, there must be a focus on positive relationships and depictions of individuals and programs that encourage strong, stable, positive relationships among individuals from different sexual orientations, various age groups, socio-economic, racial, and other ethnic cultures and groups. Future campaigns focused on reducing sexual violence and the research that documents evaluation efforts should gauge the extent to which interventions with culturally specific approaches result in increased cultural relevance, recruitment, retention, and impact on preventing sexual violence (Nation et al., 2003).
7. Timed appropriately: campaign messages need to happen at a stage in the target audience member’s life. This aspect ensures that not only will the message grab his/her attention,



but the consumer will resonate with various aspects of the message so much that the inherent message to intervene results in a change in behavior (i.e., finally leaving the relationship and/or friends, family, and co-workers decide to help someone involved in a violent relationship. This means that messages need to be tailored to suitable within a victim’s cultural beliefs as well as the behaviors, rituals, and values found practiced within specific communities as well as that community’s norms.

8. Evaluated; evaluation is a necessary component of any health campaign. What is most important is to develop a series of metrics that will determine whether or not an intervention method actually worked. As research revealed, very few empirical studies have been published that provide documented evidence of the success (or failure) of a public health campaign aimed at reducing or even eradicating sexual violence.
9. Implemented and administered by well-trained staff members who are passionate, sensitive, culturally competent, and have received sufficient training and support.

According to research, strategies that focus on prevention of violent perpetration, rather than victimization, will offer valuable pieces to the sexual violence prevention rubric (McMahon, 2000).. Focusing on prevention will allow researchers, scholars, and practitioners with evidence on the role that primary intervention campaigns play on decreasing the number of actual and potential perpetrators and victims in a particular community. Moreover, experimental research will be able to identify characteristics of studies and interventions and reveal information on message design, characteristics of the target market or population, length of time the program ran, as well as aspects of the media schedule and media plan.

### Brief Review on the Success of Educational Campaigns to Prevent Sexual Violence

Bystander intervention education programs are aimed at education individuals on how to become active bystanders for sexual violence prevention. Research was conducted to determine how other organizations developed campaigns intent on building skills and training others to want to intervene in cases of sexual violence, domestic violence, and intimate partner violence. Overall, the research revealed that many of these campaigns were highly successful in educating and encourage more people to want to take part in intervention attempts to help a loved one(s). We also discovered that education programs relying on primary intervention can have more impact than a social marketing campaign aimed at raising awareness. However, note that many of the following programs outlined in the current report were targeted to college-age students.

- *Safe Dates* is a universal dating violence prevention program for middle- and high-school students involving a 10-session curriculum addressing attitudes, social norms, and healthy relationship skills, a 45-minute student play about dating violence, and a poster contest. Results from one study showed that four years after participating in the program, students in the intervention group were significantly less likely to be victims or perpetrators of self-reported sexual violence involving a dating partner relative to students in the control group ([Foshee et al., 2004](#)).
- *Shifting Boundaries* is a universal, school-based dating violence prevention program for middle school students with two components: a 6-session classroom-based curriculum and

a multilevel intervention addressing policy and safety concerns in schools. Results from one rigorous evaluation indicated that the multilevel component was more effective in reducing self-reported perpetration and victimization of sexual harassment and peer sexual violence than was the curriculum only group. as well as sexual violence victimization (but not perpetration) by a dating partner (Taylor et al., 2011, 2013).

- “Step Up! Be a Leader, Make a Difference” is a bystander intervention education program intended for students, athletes, fraternities, sororities, campus health centers, violence prevention centers, and more. Facilitator and Student Guides for students and student athletes can be found at the following websites: Step Up! Facilitator Guides: <http://www.stepupprogram.org/facilitators/guides/>, Step Up! Student Guides: <http://www.stepupprogram.org/students/guides/>
- “That’s Not Cool” is a public health education campaign with an objective of raising awareness about teen dating violence. This campaign provides and different examples of unhealthy, controlling and abusive behavior. The campaign also teaches youth which risk factors to look for in “textual harassment,” “pic pressure,” “potential “bad” significant others—(i.e. potential boyfriends/girlfriends) and other signs of unhealthy relationship behavior. “That’s Not Cool” uses a bystander intervention approach that provides information on how the individual might intervene if he/she has a friend, family member or acquaintance who is being verbally, emotionally or sexually harassed. More information on the That’s Not Cool campaign can be found at: That’s Not Cool, <http://www.thatsnotcool.com/>.
- “Green Dot” is a prevention program with the goal of preparing schools, work places and communities to implement strategies to prevent sexual and dating violence. The website for this campaign tells us that the goal of the campaign is to empower and engage bystanders by increasing awareness and knowledge of prevention skills. The program “ is a club, a campaign and curriculum wrapped up in one media package” (see <http://livethegreendot.com>). The campaign has been succesfull in engaging college students and is currently being reserched and funded through the CDC as a promising sexual assault prevention program. More information on the Green Dot training program can be found at: [http://livethegreendot.com/train\\_curriculum.html](http://livethegreendot.com/train_curriculum.html).
- “Love Is Respect,” a campaign that centers on using online (website technology) to “engage, educate and empower youth” to serve as bystanders focused on preventing abuse. This online resource provides information regarding what is unhealthy relationship behavior, including the signs of sexual violence. The online resource addresses the issues “sexting” and other ways that individuals may be victims of SV, DV, or IPV without the physical violations. This is an amazing tactic in that it centers on emotional abuse and raises awareness that SV, DV, and IPV does not mean it has to be physical. This campaign aimed at bystanders educates them on how to help a friend who may be experiencing sexual violence. More information on Love is Respect can be found at: Love is Respect, <http://www.loveisrespect.org/>.

- “Bringing in the Bystander” is a campaign with a goal of establishing a bystander intervention approach that assumes everyone has a role to play in ending SV, DV, and IPV. In addition to the prevention goal, the program includes a research component that is used to measure the effectiveness of the campaign. Unlike other campaigns, this one relies on training sessions that rely on single-gender groups where participants learn about the roles that bystanders can play in communities. The workshops also give bystanders opportunities to practice appropriate intervention skills. For more information on this campaign, go to Bringing In The Bystander, <http://www.unh.edu/preventioninnovations/index.cfm?ID=BCC7DE31-CE05-901F-0EC95DF7AB5B31F1>
- MVP—The MVP playbook is a tool that interested consumers can purchase and download by accessing the order forms at the following website: Mentors in Violence Prevention Playbook, <http://www.mvpstrategies.net/playbook/>.  
The following college-specific resources available for purchase pm the MVP order form are:
  - *MVP Playbook for College Males*
  - *MVP Trainer’s Guide for Working With College Males*

Researchers and practitioners with interest in reducing domestic violence have to consider if a strategy’s content, media vehicles used to deliver the message, frequency of exposure to the message, market segmentation and selection of the target audience, along with a strong theoretical base are evident and consistent information and results learned from sexual violence and general prevention literature.

### Other campaign themes

- *Coaching Boys Into Men* (Miller et al., 2012b) and *Bringing in the Bystander* (Banyard et al., 2007), have been recognized for utilizing strategies with substantial potential for impacting sexually violent behavior. However, it is important to note that these campaigns were proven successful due to the fact that they relied on a primary prevention approach and used longer follow-up periods with a rigorous evaluation metric system to measure the outcomes. *Coaching Boys Into Men*, a campaign based on social norm theory and employs influencers such as high school coaches to engage male athletes in 11 brief, structured discussions about dating violence during the appropriate sports season. Research showed positive effects on a general measure of dating violence perpetration, (Miller et al., 2012b). *Bringing in the Bystander* is campaign focused on bystander education. This campaign relied heavily on a training program purposed to engage participants as potential witnesses to violence (rather than being a perpetrator or victim).
- The current literature review revealed that this campaign provided participants with the necessary skills that increased confidence levels and feelings of self-efficacy. Basically, the focus of the campaign is to educate bystanders of what to do when they see behavior that puts others at risk. The behaviors depicted in this bystander campaign included speaking out against rape myths and sexist language, supporting victims, and intervening in potentially violent situations.

- Longitudinal studies show that this campaign resulted in positive effects and reduced the proclivity for future sexual violence behavioral outcomes. However, one study showed positive effects and the researchers concluded more studies are needed in order to confidently trust the data offered in their study (Banyard et al., 2007). Although more research is needed, the bystander approach to prevention is gaining momentum in the health communication and marketing fields. Other programs using a bystander engagement approach, such as Green Dot (Cook-Craig et al., in press), are also being evaluated but the findings have not yet been published.

The take-away from this section and the research shows that a thoughtful, well-planned prevention program that is intentional in both relying on cultural competence and primary intervention approaches is needed to maximize its effectiveness as well as using multiple levels of the socio-ecological models will enable us to reach our ultimate goal: no more victims of sexual violence.



## MARKET SEGMENTATION

In order to ensure, validate, and offer rationale on the selection of bystanders as the primary target audience for the current proposed campaign, an overview of the literature on appropriate target markets and segmentation processes was conducted. It was determined that this information would show the client, MODHSS, other possible markets that were considered for the campaign.

FIGURE 2

### Deloitte's four consumer segments reflect distinct approaches to navigating the health care system



Source: Deloitte 2018 Survey of US Health Care Consumers.

Research conducted by Deloitte Center for Health Solutions (2018) surveyed 4,530 US consumers and based on data obtained, they were able to categorize consumers into four distinct groups. The survey sought to uncover differences in decisions concerning health and overall well-being. According to the report, the researchers used personalities of individuals from the American



frontier to describe the results of their segmentation (Deloitte, 2018). The four segments identified were:

- Trailblazers (tech-savvy, self-directed, engaged in wellness, willing to share data)
- Prospectors (rely on recommendations from friends/family, use providers as trusted advisors, willing to use technology)
- Homesteaders (reserved, cautious traditionalists)
- Bystanders (complacent, tech-reluctant, resistant to change, unengaged)

The Deloitte Center for Health Solutions report showed that initiatives involving healthcare that seek to reach bystanders should also involve role models (Deloitte, 2018). Data show that bystanders are unlikely to engage with victims on their own volition; so, one approach is to find an influencer, an ambassador who could also encourage bystanders to engage their health and the health of others.

Next, researchers suggest that any campaign focused on bystanders must involve the influence of the community. As stated earlier in the current report, we know that bystanders must perceive that the community also agrees that SV, IV, and IPV is wrong. More importantly, research offered in scholarly reports suggests the creation of messages need to treat bystanders with respect, particularly given the fact that bystanders are not as engaged with health issues as other consumers.

In other studies, researchers have analyzed types of individuals who are more or less likely to report crimes. The focus of these studies was to explain different rates of reporting for various kinds of crimes. It has been stated that due to selective perception processes, reporting crimes may be based on who is impacted and the individual's perception and understanding of the type of harm caused by various crimes. In other words, people have highly varied emotional responses to particular crimes. Following this line of research, it was determined that a brief survey on perceptions of various crimes would help identify whether they will report crimes.

Important findings have emerged from well-established research on market segmentation on sexual violence prevention and reporting behaviors. Those findings are that:

- Older, married white females who are victims of domestic violence are most likely to report and share events about the crime with someone they trust. Compared to youth and minorities, older whites are more likely to trust the police and have confidence in their ability to investigate crimes. Lower rates of reporting by youth and minorities happen because these victims have often previously experienced what they perceive to be unfair police enforcement activities, leading them to distrust the police.
- Police are most likely to be called by victims when serious crimes result in injuries. When someone is seriously hurt by a perpetrator, he or she usually reports the crime, or someone does on their behalf. Such victims need and want medical and psychological help — often more than do victims of minor crimes. In serious crimes, therefore, the police become first responders, present shortly after victims begin to cope with harmful experiences (for more on this, see literature on rape culture)

## *The role of emotions in reporting to the police*

- Research also shows that emotions significantly influence the behavior of victims of domestic violence crimes — and also affect the actions of other people around the victims. In reality, reporting the crime is and has been identified as the one behavior that can be motivated by emotion. Research in the field of social psychology shows that a victim’s perception of how the police will respond to their report often results in emotions like fear and high anxiety. These negative feelings show that victims who experience strong emotions like anger or shock may often report the crime but how victims respond to negative emotions (to report or not to report) depends on one critical factor—knowledge and perceptions of the community’s rape culture. Basically, we know that victims are more likely to contact the police if they experience multiple forms of emotional distress or especially intense responses. That is true regardless of the sex, race, age or marital status of the crime victim, and regardless of such features of the crime as location, time of day and the degree of injury inflicted on the victim.

## *Criteria used to identify segment(s) for public health campaigns*

In this stage of the research process, research was conducted to examine the community or population who would most likely respond to the need for change. By examining the group who needs the change, it is known that that information can be most helpful to the development of a health campaign on domestic violence. We also conducted research to determine their attitude toward domestic violence and their proclivity toward change of behavior or attitude. A careful analysis of the literature led to a set of formal criteria that was used to decide on the segment to include in the campaign. The basic criteria used to select the target audience were *measurability, accessibility, substantiality, and actionability*.

1. **Measurability:** This criterion requires a determination of whether a particular segment is large enough to be worth pursuing. In terms of a campaign on domestic violence, this involved analyzing segments based on data that show whether change in a particular segment of the population will have a significant effect.
2. **Accessibility:** How easy will it be to reach a particular segment with the message? In today’s current media environment, the path toward delivery of a message is vast, complicated, and cluttered. Therefore, it becomes important to conduct research on media and media vehicles that our target market consumes and at least attempt to possibly reach 80% of that market by placing it in media that attracts our segment. Again, cultural competence is best demonstrated by a campaign that relies on cultivating personal contacts, learning the language and culture, and spending time in the community. These components must be added to the campaign in order to create access and develop relationships with a particular segment.
3. **Substantiality:** Substantiality is about analyzing the segment in terms of whether it is large enough to yield a return on investment (ROI). In other words, this requires deciding if the segment is large enough to likely to yield enough of a return to be worth targeting? With domestic violence, the return that is to be measured is the number of people in the segment who respond or do not respond to the message. In other words, developing a social

marketing campaign around domestic violence in a segment may not be worth it if only a few individuals have failed to intervene and/or report domestic violence cases.

4. **Actionability:** This criterion involves analyzing a potential segment on the basis of whether or not they have distinct characteristics that make it possible to target a campaign with a powerful message to that particular segment. For example, Segments who have not experienced or had indirect experience to domestic violence may not be the most viable market. An example of a segment that may fit this characterization is religious households where children and adults do not watch secular media or expose themselves to any secular ideals.

A review of literature on victims, perpetrators, and bystanders of domestic violence experiences using these four criteria seem to suggest that the segment that offers the greatest measurability, accessibility, sustainability and actionability in terms of prevention at the primary intervention level are segments for communities that:

- Include young children living in rape cultured communities who have the propensity to engage in violence. This segment, research suggests, would be the most receptive to messages that educate them and others in the community on positive healthy methods to deal with anger while also encouraging them to use the methods. As previously described, campaigns that focus on middle-school aged children tend to show positive results and are often excellent segments to include in interventions that deal with domestic violence.
- Teach youth and adults to how to help, support, and intervene when a friend, family member, and/or co-worker displays signals of being in an abusive, violent relationship.
- Include teachers, policemen, and others who deal with survivors in abusive relationships
- Parents may have to change the ways they discipline their children, or even change their own attitudes about violence, and their own violent or violence-accepting behavior.

In addition, while research shows that some of these groups/segments may welcome the opportunity to change attitudes toward domestic violence, and others may avoid and resist the message. This research provided a key insight for the message to be used in this campaign:

***The big idea for MODHSS domestic violence educational campaign to reduce domestic violence must involve a single message that encourages changes in behavior must delivered through a particular media.***

While advertisers know that different segments need a different message approach (i.e., a psychological appeal versus and information-heavy message appeal) in order be convinced to change in ways that will help reduce instances of domestic violence (i.e., encourages victims to seek help while also encouraging bystanders to speak up). Each of these groups is a different segment of the market. Luckily, research shows that a health campaign can segment a target market using one variable (i.e., psychographic and/or behavioral segmentation variables). This segmentation method makes it much more likely that the campaign message will be heard or at least seen.

## Warning Signs

Research shows that educating populations about the warning signs that one’s life is in danger can be an invaluable skill. Therefore, campaigns that inform and educate bystanders on the warning signs and what to do when you recognize the warning signs can provide measurable and positive results of the campaign efforts. Research consistently shows that the following signs help to indicate instances of domestic violence:

- The individual feels like he/she is being controlled. He/she may mention that their significant other tells them how to dress, who they can see or talk to, whether you are allowed to work and/or determines if you are skilled for the job. He/she also is known for controlling his/her access to money.
- When fearful that your partner might physically abuse you.
- Often times, a survivor in the midst of an abusive relationship demonstrates patterns of insecurity and low self-esteem and often expresses feelings of inadequacy or powerlessness.
- Comments or suggestions from the survivor in an abusive relationship alludes to the fact that his/her abuser makes him or her believe that their perception of abuse and feelings of unhappiness and pain is crazy, not true, or based on illusions (i.e., gaslighting). In these cases, survivors in abusive relationships often express in some form that their partner constantly puts them down and calls them names or even threatens to take the children—all measures of emotional control (another form of abuse) that causes victims or survivors currently in abusive relationships to stay in the unhealthy relationship.
- The survivor in the relationship is constantly receiving calls and explaining where they are and/or when they will be expected home. Research finds that victims often leave functions abruptly due to the phone call where the partner demands they return home.

Campaigns that seek to educate victims or bystanders, when one recognizes these signs in a loved one, the most important intervention behavior is to build back their self-esteem. We do that by listening WITHOUT telling them to leave or offering our suggestions of what to do. According to therapists, when we offer suggestions to “solve their problem” we are simply interjecting ourselves and our “strength” into a situation.

Culturally competent bystanders will listen to the survivor in an abusive relationship without judgment, build self-esteem by telling the victim strengths and positive attributes that are observable by many. Bystanders who listen then offer up information about resources that are available to help them. Therapists tell us that many victims feel like they are at fault and are often the only ones going through an abusive relationship. In addition, victims often feel embarrassed to tell family and important persons in their lives about the abuse for fear that their family members and/or loved ones will be disappointed in them or will victim-blame.

We also learn from social psychological research that when bystanders seek out the victim and provide them with information about shelters, counseling services and advocate agencies, we find that overtime, victims or as they prefer to be called “survivors in abusive relationships” feel empowered to escape the unhealthy relationship.

Another aspect that must be included, particularly when someone reveals that they are being abused by their partner, is that bystanders need to be educated on what to say. As mentioned in the preceding paragraph, the one thing that bystanders do not want to say is “LEAVE” or “GET OUT.” According to a therapist interviewed for this project and report, we learned that the goal in a conversation where the victim seeks out a bystander is not to offer up the idea that the option is to leave, the goal is to make sure the victim feels heard, feels validated, feels valued, and feels and knows it is not his/her fault and that there are people that will support them. In fact, resources often suggest that the most important response a bystander can offer is one that communicates to him/her “I’m so sorry this is happening to you.”

The point is to acknowledge that what they are sharing is tragic and that the bystander is taking time to be there for him/her because they care about the victim. Bystanders who do that can then express the idea that “I really want to see you in a healthy relationship.” According to therapists, the idea for the bystander is to keep the focus on the victim, listen, and do not focus on why he/she has not left or is staying in the relationship. Often times, what bystanders may not know are the reasons the victim finds it difficult to walk away. Research shows us that the reasons that victims choose to stay in unhealthy relationships tend to be due to:

- **Feeling trapped financially.** In other words, victims may worry or fear that if they leave, they will have no place to stay or do not have the financial resources need to live (i.e., deposits for apartments, monthly rent, groceries, utilities, etc.). The fear of being able to live can be exacerbated if the victim is responsible for children that were born into the relationship.
- **Often victims report feeling alone and are anxious about the revelation that they are being abused.** Research supports this idea and shows that often times victims worry whether or not they will be judged and are nervous about who they can trust to share what goes on in their household. Victims often need to know that bystanders have THEIR best interest at heart.

### [How to create an effective message to educate a segment](#)

1. **Knowledge about the problem.** The first step is educating a segment that the problem of domestic violence exists. We know that, according to the hierarchy of effects, that in order for a campaign to be successful, there must be awareness about the problem before than can be any evidence of change. Therefore, surveys were conducted in this campaign development in order to determine level of awareness.
2. **Belief in the problem’s importance.** Research was needed to determine if individuals believe there is a reason they should be concerned about domestic violence. That often means that we needed to understand how domestic violence applies to them personally.
3. **Desire to change.** Research was also needed in order to determine if individuals express a desire to change or feel moved to intervene in terms of domestic violence events that are revealed by a victim or observed by a bystander. Research suggests that individuals have to decide that there’s a reason that they or the situation needs to change. Some victims, for instance, may know and realize that they are in an abusive relationship, and that they should get out of it, but for other reasons, he or she is just not ready to leave.



4. **Belief in the ability to change.** Those reluctant bystanders need to believe that they can help in situations when a victim confides in him/her about the abuse or if/when they observe a person involved in an abusive relationship.
5. **Action.** According to the hierarchy of effects, individuals must accept the previous stages in the hierarchy before action is taken. This means that individuals must resolve and have resolved the previous four steps in the hierarchy and express a desire to change or do something about the domestic violence experience for a loved one.

The most important aspect of a successful campaign aimed at reducing domestic violence is that the message must convey that the action of intervention (or leaving the relationship) must be maintained over time to be effective. Bystanders must recognize that once their loved one seeks help and/or leaves the relationship, their involvement doesn't end at that moment. What is important about information in this section is the need to conduct research that shows where people are on the hierarchy of effects. Data obtained from research on this scale will provide information on the most important factors in deciding how to segment the market for this campaign. For example, aiming a message at a segment that's defined by its willingness to consider changing behavior toward the domestic violence suggests that this may be the most appropriate segment for the campaign which also may led to the most effective results.

In addition to targeting bystanders, it seemed appropriate that the campaign should associate with a target audience closely related to the primary audience and that audience would be opinion leaders in a community as well as opinion leaders. In this case, our analysis of possible target audience members will consider two very important attributes:

1. Friends and others who victims see as influential and opinion leaders and the role that these individuals play in their personal lives.
2. To what degree are decisions made to intervene due to motivation and influences based on need to be loved, need for safety, need for esteem, or need for self-actualization. That is, do bystanders (and victims) make decisions to get involved (or leave the relationship) based on logical facts, emotions or fears or impulses? What types of individuals are likely to be swayed by logical arguments, and what portion of a particular segment is persuaded by other cues such as peripheral elements used in the message (i.e., spokesperson, music used in ads, colors and design of the message materials, etc.)?

Knowledge of these two criterions of market segmentation we learned from advertising and health promotion research that in some instances, and particularly with particular target audiences, many individuals in the segment may not be influenced solely by exposure to a health campaign. Research often suggests for health communication campaigns to consider and remember that there are some individuals who may be much more likely to listen to and trust family members, teachers, close friends, and/or their hair stylist and/or manicurist. This information made it important to consider including these individuals in the audience as influencers that may be receptive to the information provided in the campaign messages.

Segmentation in a general sense is often focused on the people whose behavior needs to change, particularly if the campaign is to be successful. Research seems to show that by tailoring the

marketing message to the appropriate stage of the change process, social marketers are most likely to get behavioral results in the long run.

What type of campaign must be used in an effective health education campaign?

The final aspect in selecting the right target audience involves consideration of the type of campaign we want to conduct. In health communication campaign development, practitioners usually consider one of three choices, depending upon needs and resources: 1) undifferentiated marketing, 2) differentiated marketing, and 3) concentrated marketing. The next section will describe each one of these marketing segmentation strategies.

### Undifferentiated Marketing

With undifferentiated marketing, the idea is to develop one message and delivering that message to everyone in a segment. In other words, using this marketing strategy, practitioners do not segment different markets (i.e., primary, secondary, and tertiary target audiences) but aim one message to everyone they want to reach. However, it should be noted that this campaign strategy assumes that one message will resonate with everyone on some particular level. The difficulty with this idea is that when a target audience is large and diverse, chances increase that the message will lose its power and potential to persuade because we know that selective perception processes and the different ways that individuals attend to mass media messages may make it difficult for the target to respond.

Research further shows that undifferentiated marketing messages are frequently so broad that the language used in the message is very general. Our knowledge of cultural competence demands that messages must use different messages to communicate with different groups using culture and norms and values to guide the development of the message. Without tweaking messages based on culture, the subtleties of the message are lost. The one thing to keep in mind is to realize that although an undifferentiated marketing campaign is cost-effective, it also means that market segmentation is not being used at all. The target is everyone and many advertisers have been leaving this type of strategy and finding other methods that result in fewer expenses. For example, marketers with small advertising and public relations budgets will sometimes use an undifferentiated campaign but instead of targeting everybody, a version of the strategy may include diverse segments.

The idea is using the same message BUT focusing on a universal message to different segments under a larger group. For example, the campaign could pinpoint certain segments that are desired and then conduct an undifferentiated campaign aimed at various segments. The target audience, for instance could be individuals of a variety of ethnic backgrounds within a particular age group who express a desire to help victims (or survivors living in a violent relationship. This broad, undifferentiated marketing strategy would then include a) victims within an age group and in abusive relationship,” which also includes, b) individuals who know or have known someone in an abusive, violent relationship, influencers, teachers, and other opinion leaders that fall within the broader segment.

### Differentiated Marketing Campaign

With a differentiated marketing campaign, target markets are separated and segmented and messages are specifically created for each segment. One challenge of this type of campaign strategy is that it is challenging when the overall target market for the campaign is vast. It makes it hard to develop tailored messages for each group. Messages have to be created that are not only focused on educating the particular segment, but each message has to appeal to that segment providing information on why they should change and ensuring that the messages created for each segment is one that target audience members will actually respond to. that is not only aimed at helping that group understand what and why it should change, but one that its members actually respond to.

Another disadvantage of this strategy is who creates the ad and whether or not the audience feels like the ad’s message speaks directly to them. For instance, it is a known fact that many ads aimed at persons of color are conceived and written by white men and women. And, more often than not, the messages are created by individuals who have no idea what it is like to be a member of a marginalized group. This alone reduces the effectiveness of the campaign’s ability to encourage intervention simply because the message does not resonate with the target market. Differentiated marketing can be very expensive simply because it takes time and money to create different messages for many segments. Costs associated with producing and distributing multiple messages in multiple media takes time and it very costly. Research suggests that this campaign strategy requires a serious investment of resources.

### Concentrated Marketing

This marketing strategy concentrates, just as the name implies, on a single segment, or very small number of segments who have been identified as most crucial to the campaign’s effort. Rather than all victims and perpetrators of domestic violence, for instance, it might target only those at the greatest and most immediate risk. Research also reminds us that deciding whom to target in a concentrated campaign will ultimately depend upon the goal of the campaign. Since our goal is to educate our audience on interventions that will help reduce domestic violence occurrences, the idea is to target those who are interested in turning a bad situation for a loved one around. This campaign strategy suggests that campaigns that are aimed at changing behavior should target individuals who are most likely to change their behavior and speak up and or engage in intervention as a result of the campaign. Applying this strategy to the current campaign means that our target audience are those who are immediately affected by domestic violence whether it be directly or indirectly. Aligned with the primary intervention approach discussed earlier in this report, we also know that another segment to consider and is an example of concentrated marketing is to choose a segment who might be most susceptible to the campaign, regardless of their readiness or how severely they’re affected by the issue.

Even though concentrated marketing has the disadvantage of ignoring segments that may be affected by domestic violence and focuses on a smaller segment of a larger target market, this strategy does a great job of covering the market extremely well. Those institutions with limited resources or have very few segments that need to be reached; concentrated marketing is an excellent choice in terms of the marketing strategy to use. If you have limited resources, however, or if there are only one, or very few segments that need to be reached, concentrated marketing may be an excellent strategy.

Additional resources to review related to campaign strategies:

“Building Social Marketing into Your Program,” by Nedra Kline Weinreich. Advice from a consultant.

“Social Marketing for Organizations,” from the Ontario Ministry of Agriculture, Food and Rural Affairs.

“A Short Course in Social Marketing.” Novartis Foundation for Sustainable Development.

VALS. Explanation of the VALS (values and lifestyles) system of identifying market segments.

Addition Published Research Resources to Review:

Andreasen, R. (1995). *Marketing Social Change*. San Francisco: Jossey-Bass Publishers.

Herron, D. *Marketing Nonprofit Programs and Services*. San Francisco: Jossey - Bass Publishers, 1997.

Kotler, Philip, & Alan, R. (1987). *Strategic Marketing for Nonprofit Organizations*, third edition. Englewood Cliffs, NJ: Prentice-Hall.

Rogers, E. (1995). *Diffusion of Innovations*. New York, NY: The Free Press.



Weinreich, N. (1999). *Hands-On Social Marketing: A Step-by-Step Guide*. Thousand Oaks, CA: Sage Publications.

Speaking out about domestic violence is never an easy decision for survivors or bystanders. Research shows that it takes an incredible amount of courage, self-efficacy, and confidence to intervene. Bystanders need to remind victims that they are worth so much more. One takeaway that was revealed about specific components that must be included in the current campaign is the notion that the message must communicate to victims AND influential bystanders is the idea that there is someone who WILL believe, help, and support you.

### PRIMARY RESEARCH RESULTS

A survey was created and distributed via social media to over 1,300 Facebook, Twitter, and Instagram users. Items included on the survey focused on basic demographic information such as age, education level, race/ethnicity, sexual orientation, gender, household income, along with aspects of their household (number of individuals, adults and children, residing in the household).

#### *Instrumentation*

We also asked respondents to respond to questions, using a 5-point Likert scale for most items, (1= strongly disagree, 5=strongly agree) that assessed the extent to which they; a) were aware of domestic violence, b) could recognize warning signs of abuse, c) know someone who is involved currently in an abusive relationship, d) knew someone who was involved in an abusive relations, e) have observed a domestic violent incident and if yes, they were asked if they intervened and if so why and if not, why, f) would be able to identify situations that would most likely result in their motivation to intervene, and g) lastly, they were asked to identify situations that would most likely preclude someone from intervening in a case of a potential domestic violent situation observed taking place in the life of a family member, close friend, and/or co-worker.

#### *Survey Questions*

Questions also queried respondents to identify if there were particular types of victims that would motivate them to intervene. They were asked to identify the level of closeness that would result in a particular intervention (i.e., setting up time to talk to the alleged victim about what the bystander observes and that they are wanting to help, or if they would just call an advocate to report the observation and leave it up to the professionals to follow-up with intervention.

#### *Media Use Questions*

Media use and frequency of exposure to particular media was also measured. Items on the survey instrument measured traditional and non-traditional media (i.e., television, radio, newspaper, magazines, social media—Facebook, Twitter, Instagram, Pinterest, YouTube, Snapchat, WhatsApp, LinkedIn— Streaming services like Hulu, Netflix, Prime Video, and Sling, Online magazines, and online news networks. Within some of the media categories, we asked participants to identify the genre they watch and prefer (ie., situation comedies, reality TV, news shows, true crime networks, talk shows, daytime programming, etc). We were interested in obtaining a measure of indirect exposure to depictions of domestic violence in certain media content. Another related construct included in the survey asked participants to identify, during an average day, the total amount of time spent consuming the media identified in the previous question. The scale ranged from “less



than an hour, 1-5 hours, 6-8 hours, 9-12 hours, 13-16 hours, more than 17 hours”. For media that the respondents identified as media content they do not prefer or consume, they were told to select the “N/A” option indicating that they do not spend any time at all during an average day engaged with the particular media vehicle.

### *Demographic Description of the Survey Respondents*

We obtained completed responses from 140 Missouri residents between the ages of 18 and 74. Individuals that were in the social networks of the principal investigator. Of the 140 respondents, 64 identified as White, while 26 respondents reported being non-Hispanic African American, 6 identified as Asian, 3 identified themselves as Pacific Islanders with 41 individuals revealing that they closely identified with the biracial racial/ethnic identification variable (We did not ask which ethnicities they identified with. We simply just asked for them to select the category that most closely relates to the group they identify with more than another. One-hundred and two respondents identified as heterosexual, while 5 identified themselves as a member of the LGBTQ, 1 respondent identified as transgender, with 32 respondents who preferred to “not respond” to the question.

### *Responses from 140 male and female participants*

Results reported in this section will focus on those aspects that the principal investigator found central to message development and also supported or added to research revealed during the secondary research process and literature on criteria used to identify appropriate segments that would comprise the target audience for the campaign.

### *Attitudes toward sexual, domestic, and Intimate partner violence victims*

When asked “do you believe that it is the victim’s fault in cases of domestic violence or do you fault the abuser, 104 individuals believed that it was the abuser who causes the violence while 17 individuals felt that the victim may have caused the abuse and should just leave.

Participants responding to the question, do you know someone in an abusive relationship, 120 selected the option “yes, I know someone in an abusive relationship” with 6 individuals saying that “they did not know anyone involved currently in an abusive relationship.

When asked if they knew someone in the past that may have been involved in a domestic relationship, 129 individuals said “yes, I knew someone in an abusive relationship,” while 8 individuals stated that they have personally never known anyone to be in a domestically violent relationship.

### *Ability to recognize warning signs*

Respondents were asked to identify warning signs of an individual who may be currently affected by violence in the household and in their relationship. Data showed that 87% of the respondents were able to correctly identify the warning signs while 6% of the respondents were able to correctly identify half of the valid warning signs. 4% of the participants could not identify any of the warning signs which resulted in further analysis of the data. When conducting a correlation analysis,

research showed that the participants who could not identify warning signs positively correlated with the questions that asked if they knew or know individuals in abusive relationships.

### *Self-perceived ability to intervene if a loved is in abusive relationships*

When respondents were asked if they have ever intervened when they have witnessed domestic violence, data analysis revealed that 47 participants indicated that they have in fact tried to intervene in some form, 68 participants checked “no, but I would if I knew how,” 18 participants expressed that they did not intervene and they regret that they did not. An open-ended item was provided for those that wanted to expand on the reasons why they regret that decision. Analysis showed that regret was higher for those who felt that they did not feel that it was their place to get involved and since that time have learned that it is in fact their place to get involved. One respondent stated “I selected that option because I knew someone who confessed to me that while her partner was not necessarily physically violent, he was emotionally abusive. I knew something was wrong because she changed. She started not caring about how she looked. She stopped smiling. She was so timid and knew that this was not the person I knew. I just wish someone would have told me what to do when she confided in me. I felt stunned. I felt helpless like there was nothing I could do. I was watching one of my true crime shows and realized, I could have helped and now I feel really bad that I didn’t. If you are working on a campaign to help, it would be nice to tell bystanders what to do to help intervene. And, oh yea, tell us it is OUR place.”

### *Perceived efficacy*

We did ask some participants, if they felt comfortable to respond, to let us know if they have been or are in an abusive relationship. 26 individuals responded to the question positively and were asked to respond to the subsequent question that asked them to identify behaviors that a person did that they found helpful? The most significant revelation was that all 26 respondents mentioned that a friend or family member took time to listen and show unconditional support. Of the 26 positive selection on the item asking them to identify the positive effects of bystander intervention, 5 individuals stated that the bystander helped them develop a safety plan for “escape,” 3 individuals said that a bystander helped them financially. 12 individuals stated that the bystander either helped them find advocates, shelters, and/or programs that would help them long-term.

### *Responses about what it is like being a victim*

A question was placed on the instrument to ask those who have been or are in abusive relationships to identify the reason(s) for staying in the relationship. Interestingly, of the 26 respondents, 19 said that they were in love with the abuser, 12 stated that they want to keep the family together for the children (it is believed that of the 19 that stated they were in love with the abuser also checked that they stay(ed) because they wanted to keep the family together or they stayed for the children. 22 individuals stated that they stayed because they felt financially trapped and that they were afraid of the repercussions that happens each time victims from abused relationships decide to speak up and speak out. This result seems to suggest that another component of the message strategy to use in the current campaign is to equip bystanders and/or victims with information on how to deal with victim blaming. Perhaps, one idea is to include influential media in the target audience and motivate producers and gatekeepers to produce more media content that takes the blame off of the victims and on the perpetrators.

\*Inspiration for a majority of the survey questions used in this research was provided by [www.DomesticShelters.org](http://www.DomesticShelters.org) (2019); <https://www.domesticshelters.org/data-center/surveys>

### THE CAMPAIGN PRIMARY AND SECONDARY TARGET AUDIENCES

#### Primary Target Audience

**Bystanders (i.e., adults between the ages of 18-34) who express desires to help someone they know and care about who may be involved in an abusive and violent relationship. Secondary and primary research shows that a majority of individuals in this age group are willing to intervene but feel that they need to know how, what to say, and need to be encouraged to understand that it is their place to get involved in someone else’s business—particularly when the physical well-being of human life is at risk. Included in the primary target are survivors who are still being impacted by intimate partner violence. It is believed that if the message shows a victim being helped by a bystander, victims may be encouraged to seek out and confide in a potential family member, friend, or co-worker. Thus, the primary audience for the campaign includes individuals who are looking for or to help, and will provide information that increases confidence for bystanders on knowing the right**



**things to say, while at the same time, those individuals who are being impacted by violence in their relationship have an opportunity to be exposed to a message that offers them hope that not all individuals will judge, convict, and attempt to humiliate them because of their relationship and the violence that takes place within that relationship.**

**Meet Phillip**

**Phillip is a 23 year old male whose younger sister, he believes, is in an abusive relationship.**

**Phillip’s favorite media is social media, watching WWE wrestling (men and women) and going to movies. He loves action movies and suspense thrillers. When he is not working, he spends much of his time socializing with his “video game buddies,” going to college football and basketball games, and playing pool. He also loves many of his co-workers and tends to attend social events, parties, and after work get togethers. He has a close female platonic friend whom he shares stories of his online dates and other topics while she shares her concerns and problems with her boyfriend.**

**When asked if he engages in bystander prevention Phillip says; “man, I would really like to but I think my sister will get mad and never speak to me. I can tell because she will just yell at me the very minute I make fun of him or call him a loser. She comes home after spending time with him appearing upset and when I knock on her bedroom door, she quickly puts on a “cosmetic mask” to cover her eyes. She often says she has to answer her cell phone or the boyfriend will get mad. She changes how she looks and lately she seems so sad, doesn’t worry about her hair or nails and**

dresses like she is an elderly woman. I want to intervene but I don't know what to do that will allow us to have a great positive conversation.”

### Meet Lucy

Lucy is a 19-year-old woman who attends a major university. She is hoping to major in Journalism and admits that she loves to write. She wants to do journalism because she feels like journalists have the power to educate and inform and even help those who need help.



When not studying for her classes, Lucy enjoys dancing, socializing with friends, going to college sporting events, going to concerts, listening to music iTunes and exercising. She particularly loves jogging with her headphones and dog.

When asked if she knew anyone who has been involved in a domestic relationship, she didn't think so, although she readily admitted that she may have but just didn't pay attention to them or their behaviors. She said that she hates the fact that the only thing she knows about domestic violence is what she sees in the movies or reads in the news and that she often worries about the victims in all of the cases because people are so mean to the victim. She even feels bad for men who speak up. She said “Yeah, I remember when Terry Crews said he was abused and comedians and celebrities went to twitter like a storm and accused him of not being man enough. Few people believed that he was abused and thought he was trying to get attention. I felt bad for him. Then I watched this documentary on Netflix, “Audrey and ...I can't remember the names” but it was about two women who were raped yet the communities supported the rapist and humiliated the victim. I think one of them committed suicide a few months ago. I always wonder why no one reached out. How could adults know that these happen but turn the other cheek? That's why I want to be a journalist. I want to help and I think a career as a documentary producer or even a reporter might allow me to do something. I would intervene personally, I just am scared I will make it worse because I know the woman who was raped by a son of a politician in Missouri, tried years later to use her story to help others yet the community still called her horrible names. If she had someone to intervene, then why did she kill herself? That's what I want to know and I feel like those around her probably said the same thing or didn't take her seriously. “

### Secondary Target Audience

The second identified target audience segment are individuals identified as “influencers” and “opinion leaders.” Consistent with strategies and tactics involved in primary intervention strategies, it was determined that the campaign must target teachers, policemen, advocates, and

maybe celebrities who desire to help change and even reduce the number of victims of physical violence. Since the campaign is not focused on one gender over another (targeting women), it is believed that influencers should include men who might reach out to males that are in abusive relationships. Research shows that, although the rates are not as high as those involving women, men are victims of domestic violence too. Therefore, we hope to distribute the message to men and women influencers.

Rationale for the target audience selection: why influencers?

Based on research, we chose to target individuals who might encourage the primary target audience segment to seek assistance. Settings where influencers may be found include, but are not limited to;

- Athletic teams and other organized recreational activities
- Places of worship
- Community centers
- Health care facilities
- Residential care facilities
- Schools and child-care programs
- Varied Workplaces (staff and other health care administrators will select various workplaces in their local communities to distribute flyers and brochures)
- Public transportation: taxi cabs, subways, trains, etc.
- Restaurants and bars
- Culturally specific organizations • Youth-serving organizations
- Long-time survivors of partner violence
- Family members and friends
- Professionals with whom members of the primary target audience might come in contact with such as doctors and nurses, police officers, teachers, professors, counselors and social workers, churches, social groups, and organizations like “Big Brothers/Big Sisters.”

Influencers also include members of the local community who may be able to use their resources to change rape cultures and use their influence to ensure that domestic violence becomes a community, collective concern. For instance, as depicted in the Steubenville,, OH rape case where a group of young high school football players gang raped a young, teenage girl, yet the entire community rallied around the boys, despite their filmed confession of causing harm to an innocent 14-year-old girl. By reaching out to influencers in the community, it is hopeful that primary intervention efforts will teach members in the community at large to stop blaming the victim and work with the perpetrator to help them learn how to make decisions that center on the idea that domestic violence should not be a considered option, when involved in a relationship.





Meet

Jasmine, Nicole, and Lauren

All three of these young women are members of a youth group. Their ages range from 20 -22 years of age and recently reported having experiences that made them feel nervous. From feeling stalked on campus by a predator to problems with boyfriends, the women admitted wanting to know more about how to intervene if others in their youth group are involved in violent relationships. In fact, Nicole, age 22 had this to say: “yeah, just the other night, my best friends Jasmine and Lauren and I were out with other friends. And a friend made an offensive comment about wanting to rape some hot guy sitting at the bar. Everyone except Jasmine and Lauren were laughing and joining in on the conversation, laughing about one of our friends who claimed they had been raped. We all said afterwards that we should have spoke up and stopped the jokes because we felt like the fact that we didn’t made it seem like we all agree. I remember Lauren said “what if we have been raped or our boyfriends were emotionally and/or physically abusive, we would be so hurt because it looked like no one would have supported us if we needed them. That’s what made us want to take the survey and see if there are ways we can find the courage to have said to our friends, ‘do you guys know how the victims usually feel?’ We felt like we could have changed the conversation to a more positive one in terms of discussions about violence. Maybe not but it would have been better than going home feeling badly that we didn’t do anything.”

Meet the influencers

These are the individuals who use their time to work in local shelters. Some of the individuals in this photo have been in or know someone who has been in an abusive relationship.



Members in this group expressed a desire for campaigns that go beyond increasing awareness and actually do something that works to prevent sexual violence. One person said; “yeah, there was ‘metoo,’ ‘no more,’ ‘speak up and speak out,’ and so many others. (others in the group agreed and

were talking about other campaigns they remember seeing when they were in college or programs they see at their job or in the places where they volunteer). One female in this session said “I think that there are so many campaigns out there that people know in their minds that SV is wrong. I think they are not motivated to do anything about it because either the campaigns just fade away, or the media stop talking about them, or no one cares to publish the results. What was that campaign that had girls say what they thought it was like to be a girl? Anyway, they actually changed men and women’s attitudes about using that offensive phrase. Why don’t we ever hear about instances when someone or some campaign actually helped intervene a potential dangerous situation? We need something like that.”

### Selection of appropriate media to reach our audience

A successful social marketing campaign can be conducted by word of mouth, brochures, direct mailers, email newsletters, press releases to media about the new campaign, and printed posters, especially if it contains successful components of a successful campaign outlined in the literature review of the present report. Having clear behavioral goals based on the stated needs of those who are expected to change; pre-testing of messages; and willingness to adjust the campaign.

We want to communicate that an environment centering on a positive interaction between bystanders and victims makes it possible to carry out the intervention. This idea for the message campaign is built on the theory of planned behavior (Ajzen, 1991). The theory of planned behavior tells us that social and physical contexts significantly affect how we behave. If we consider the idea of rape culture presented early on in this report, we learn and understand how environments can predict how people behave, be it communities who engage in victim-blaming, believe rape myths, and discourage victims from reporting the crime

## CAMPAIGN IDEA AND CREATIVE BRIEF

“You gotta ....”

### Message objective

Educate and inform the target audience on ways to help a possible victim of domestic violence. The theme is based on lyrics of a song by Des'ree.<sup>1</sup> The complete lyrics to the song are:

“Listen as your day unfolds  
Challenge what the future holds  
Try and keep your head up to the sky  
Lovers, they may 'cause you tears  
“Go ahead release your fears  
Stand up and be counted  
Don't be ashamed to cry

---

<sup>1</sup> We would need to (and should) contact the artist, explain the campaign and why we would like to use her song and aspects of the lyrics and inquire whether or not she would like to be included as an influencer, and maybe spokesperson for the campaign. Depending upon client approval, we can begin the process of reaching out to the artist in the upcoming weeks.)

You gotta be  
You gotta be bad, you gotta be bold  
You gotta be wiser, you gotta be hard  
You gotta be tough, you gotta be stronger  
You gotta be cool, you gotta be calm  
You gotta stay together  
All I know, all I know, love will save the day  
Herald what your mother said  
Readin' the books your father read  
Try to solve the puzzles in your own sweet time  
Some may have more cash than you  
Others take a different view  
my oh my heh, hey...  
You gotta be  
You gotta be bad, you gotta be bold  
You gotta be wiser, you gotta be hard  
You gotta be tough, you gotta be stronger  
Don't ask no questions, it goes on without you  
Leaving you behind if you can't stand the pace  
The world keeps on spinning  
You can't stop it, if you try to  
This time it's danger staring you in the face  
oh oh oh  
Remember  
Listen as your day unfolds  
Challenge what the future holds  
Try and keep your head up to the sky  
Lovers, they may cause you tears  
Go ahead release your fears  
My oh my heh, hey, hey  
You gotta be  
You gotta be bad, you gotta be bold  
You gotta be wiser, you gotta be hard  
You gotta be tough, you gotta be stronger”

#### Rationale for the concept and need for a campaign theme song

The song was released in 1994 and was a top-ten hit in the united states and Australia. While the song was used in several television advertisements, it has not been a song used in campaigns aimed at preventing domestic violence. In fact, one resource music that has had a profound impact on survivors of domestic violence (<https://breakthesilencedv.org/songs-for-survivors/>). Rockefeller (2018) published a list of songs that were shown to help survivors heal from violent relationships. Music can, according to the National Voice of Domestic Violence, empower and trigger the need for change in victims of domestic violence. Information provided on their website shows that lyrics, in

particular, elicit feelings that can give victims a strength that translates into helping them confront the violent experience(s), and seek healing. Given information gleaned from the Break the Silence website, it was believed that the lyrics to “You Gotta Be...” can soothe, empower, and offer strength and hope. It seems that the lyrics would also resonate with bystanders encouraging them to be bold to intervene. To be wise enough to recognize the signs of abuse. To be tough and strong enough to help someone in need and that ultimately love will save the day (and a life).

The song can be used as background music in short clips produced for the MODHSS website and YouTube channel (if the campaign is able to use broadcast and TV in future campaigns). It is also possible that short clips would be produced that can be placed on influencer websites—this would allow the song to eventually “be stuck in the minds” of members of the primary and secondary audiences, and perhaps break through the clutter because it is a unique and new song being used to encourage victims and bystanders to change behaviors and reduce occurrences of domestic violence.

### THE CREATIVE BRIEF

#### Mission

The mission of the campaign aims to create a community of bystanders who are actively engaged in the prevention of sexual assault and relationship violence. The goal of this educational campaign developed by Dr. Frisby is to empower bystanders to intervene in cases where he/she suspect sexual assault and relationship violence may be happening. Empowered bystanders make communities safer by standing up and speaking out when they witness situations that could potentially harm the health and safety of others.

- It is hoped that a secondary effect of the campaign message might include rewriting the norms of sexual violence and changing the perceptions and behaviors of victim-blaming.

Explanation of the project and how this creative message strategy fits into the overall campaign strategy:

- The “you gotta” campaign was created based on research that indicates that the most effective campaign involving education and prevention has to be part of an ongoing framework for change instead of a one-time short-term event.

Audience information, including the markets the project will target along with other pertinent demographic or psychographic profiles:

- Bystanders who see signs that may indicate sexual violence, but end up talking themselves out of getting involved for fear that they may offend their friend, relative, or co-worker. Often bystanders feel that they lack specific intervention skills and knowledge so therefore they will avoid intervention in order to save face. Research shows that bystanders may be fully aware of the warning signs and as the primary research shows, may avoid intervening for fear that they will be perceived as crossing the line and venturing into someone’s personal business.

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- We know from our primary and secondary research that victims often fail to disclose violent experiences for similar reasons; Victims often fear disclosing domestic violence for fear that they will be the target for victim shaming, or that they may disappoint family members and other loved ones, and/or that the revelation of domestic violence will result in alienation and loneliness. Therefore, based on this information, we will target female AND male adults who are willing to engage in intervention as well as victims. The main idea is to convince the audience that they have to be willing to speak up for those who are either afraid to, feel that they can't, or deny the reality of the abusive relationship. The campaign must communicate that there are safe ways to do intervene.

The “big idea” that will be achieved with the creative deliverables: The campaign will require 6 flyers, a brochure to distribute to influencers and communities, along with post cards with campaign themes and images in order to mail announcements of the campaign to media and influencers and bystanders. We want domestic violence prevention and knowledge of to be at the forefront of audience awareness. The theme “You gotta....” Will use this as a headline and body copy will use various parts of the song lyric to

Rationale for language “you gotta” in lieu of “you have to.”

Recall, that campaigns must rely on the idea of cultural competence in order for messages to resonate with audiences. Advertising and Public Relations campaign development professionals know that if they want to be able to connect with consumers that deliver an authentic message, an integral aspect that has to be considered for an effective message is language used in the body of the message. How do we talk to our audience? In order to connect with our target audience we must rely on the concept of culture and consider language, an essential aspect of a successful campaign (i.e., the “Hollaback” campaign to end gender-based violence, [www.ihollaback.org](http://www.ihollaback.org)). Language, according to research, is an essential element of campaign, particularly if the campaign includes working cross-culturally with individuals from different ethnic backgrounds. Thus, using a popular top Pop and R & B theme song and headlining the message with the creative concept “You gotta,” we will speak to the market in their lingo without sounding authoritarian or pushy. It is believed that members of our audiences will relate to the theme much better than they would “You have to.” In order to craft a campaign strategy that will work, culturally appropriate language needs to be utilized.

Voice and messaging of the brand message:

- The tone and voice required in the message must be positive and images have to reflect men and women of various ethnic backgrounds. We want to communicate

Mandatories

- The MODHSS logo and name as sponsor of the campaign
- Each printed publication must include the following: the MODHSS logo, the tagline “You just gotta do it; so step in, speak out, because it’s time you recognize you CAN save a life.”



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For more information call The National Domestic Violence Hotline and 1-800-799-SAFE (7233).

- **Body copy should focus on warning signs and the main idea that prevention involves LISTENING and SUPPORT.**

An example of body copy might read...

- “If you see a loved one or a co-worker acting submissive, wearing unusual clothing as if they are hiding injury (ie., wearing sunglasses indoors or long sleeves in summer) or suddenly distances themselves from being around family or friends and has restricted funds and limited mobility, follow your instincts. Don’t wait for your loved one to approach you. You just gotta be **BOLD**, you gotta be **STRONG**, you gotta be **TOUGH**.”
- The tagline reads: Sometimes you just gotta **do it**; so **step in, speak out**, because it’s time you recognize you **CAN** save a life, and maybe your own.” For more information on bystander prevention or resources call The National Domestic Violence Hotline and 1-800-799-SAFE (7233).
- Another example of a message might depict two friends at a party.
  - Two friends are at a social event and begin a conversation. One friend says to the bystander that a mutual friend was in a unhealthy relationship for a significant amount of time. The bystander learns that the “victim” routinely made fun of him or her and embarrasses him or he frequently in public. (this message may focus on two men, as well. Consider the scene in “The Hangover” when two male friends tell one male friend that the woman he is hoping to ask to marry him is abusive. The friends say “she beats you” and the victim says “well I deserved it.” However, in this scenario there is a rumor that the victim left the abuser and is now seeking help, resources, and therapists.
  - *The ad shows how the bystander responds because he/she knows that verbal and emotional abuse are types of domestic violence, even when it’s between people who don’t live together.* The ad shows the responder’s response and draws attention to the victim’s courage and bold behavior in lieu of normalizing the abusive situation by joining in the gossip. The ad might show the bystander respond by saying something like “WOW. That takes guts,” or that he/she was totally brave for finding the strength and courage to leave.
- The ad ends with the tagline: Sometimes you just gotta **do it**; so **step in, speak out**, because it’s time you recognize you **CAN** save a life, and maybe your own.” For more information call The National Domestic Violence Hotline and 1-800-799-SAFE (7233).

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## Other examples

- Another example of a message strategy using this theme might depict several coworkers sharing their lunch hour together.
  - The ad shows that everyone is having fun and laughing until the food arrives. The bystander notices that one of the coworkers freaks out and starts talking about weight and body images and shares how the significant other is constantly bothering them about weight gain and threatens to leave if he or she gains weight and gets fatter. While others enjoying this lunch hour social join the self-deprecation of their body image and weight, the bystander decides to STEP IN nervously decides to SPEAK OUT.
  - *The ad shows the bystander responding by:* saying something reassuring, and moves the conversation to research that often shows how idealized images in media often seem to make “us” feel bad about who we are and what we look like. The bystander then tells a story about perhaps a recent story he/she saw on a nightly news show that revealed just how much we tend to buy into the narrative that there is something wrong with our physical attractiveness. Perhaps the bystander recalled reading an issue in a June 2020 magazine article that revealed the number of female celebrities and artists are asked to lose weight and change physical images, especially after delivering a baby (i.e., Jessica Simpson, Kelly Clarkson and many others experience media attacks about their weight gain). the bystander then moves on. The bystander refuses to join in by adding to the negative, toxic situation. This message strategy using the theme to also show how the context changes everything and that there are others who will not add to the “pity party” but offer reassurances and a different perspective that helps to and communicate to victims that there are supporters who will offer a different perspective and will listen without judging or adding to their anxieties and fears. make negative comments about your own body. Perhaps the message and depictions will resonate with victims or survivors still being impacted by abuse to speak up and speak out about their own personal stories.

*Sample of a similar message strategy that incorporates shortened versions of the above bystander intervention education campaign illustrating how to show support and intervene.*<sup>2</sup>



Another version relying on the campaign theme might focus on a social happy hour gathering among close friends. While enjoying light and entertaining discussions, one friend makes a crude and offensive comment about a person they see at the end of the bar.

- There are two friends who consistently seem to build off of each others sexually offensive comments about the attractive individuals body and begin discussing what they would do with him or her if they got to take them home for the night.
- The ad shows the bystander responding by asking others in the group, “have the noticed that whenever we get together you guys always do that? The bystander forces the group in a positive way to discuss why conversations end up talking about one-night stands and other vulgar comments about sex and masochism and sadism. The bystander knows how to stir the conversation away from heated arguments but ends up like, I was just wondering if we could start talking about...” Again this depiction will encourage the idea that not everybody agrees with rape culture or violating one’s body thru violent tactics.
- The ad ends with the tagline: Sometimes you just gotta **do it**; so **step in**, **speak out**, because it’s time you recognize you CAN save a life, and maybe your own.” For more information call The National Domestic Violence Hotline and 1-800-799-SAFE (7233).

Logistical details including budget and timeframe

- Ideally this would be a campaign that would run annually. However, MODHSS is limited in the length of the campaign run and will and has to rely on partners and sponsors to continue implementation of the strategies and tactics outlined in this report.
- In order for any campaign with measurable metrics to work, there must be on-going exposure to the campaign messages, more than 100,000 possible exposures to the message before results and analysis of the campaign’s success might be obtained.

<i>Tactic</i>	Total to be distributed	Approximate cost
<i>Flyers/Posters</i>	5,000	\$2,500
<i>Brochures (color, 4 panel)</i>	5,000	\$3,700
<i>Booklets</i>	1,000 to be distributed to influencers	\$6,000
<i>Clothesline Project</i>	N/A	*must contact the creator of this campaign in order to bring it to communities
<i>Mobile Game Apps</i>	N/A	\$10,000 - \$20,000
<i>Publication of a toolkit to educate and train bystanders</i>	1,000	\$10,000

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*Total Cost for Creative*

Approximately \$42,000

## Key components

- **The message must focus on educating our target audience on how to intervene in someone you know is involved in abusive relationships. Thus, the idea is to educate the target audience with information on how to engage in an intervention without feeling embarrassed or scared to do so. The goal of the campaign message is to help the bystander feel more comfortable in what may seem a dangerous situation.**

## Other facts that may be included in the campaign

1. **If bystanders suspect that a loved one or coworker is in an abusive relationship, empower them by saying that it is OK to ask if he/she needs help. In most cases, an abuser may gaslight the victim in such a way that the victim feels she cannot speak ask for help because the fear of being harmed is too intense. We know from research and conversations with therapists that abusers typically deliver a hailstorm of criticisms (i.e. creating doubt in the victim’s mind) that ultimately results in making a victim feel like he/she is being ridiculous, stupid, or unreasonable. We want to let the bystander know that he/she may help the victim simply by letting them know that someone is concerned about their well-being.**
2. **Following the previous fact, the campaign should educate bystanders with an understanding that simply asking a victim if they want to talk is a prevention method that requires listening and understanding. The message here might show two friends shopping (where the bystander asks the victim to go out for a shopping day, or happy hour, or lunch—stating that he/she needs help with something). On the outing, the bystander asks the victim if they need help and then the bystander shares concerns about the situation. In this message, the bystander expresses thoughts that communicate that they feel that the victim doesn’t deserve to be treated that way. The conversation is not about telling the victim to leave but replacing those doubts from the abuser gaslighting situation with thoughts of all their strong points and then the bystander will mention that there are 24-hour, confidential hotlines set up to talk to them about what they’re going through.**
3. **Inform bystanders what to do when a friend or loved one confides that they’re being abused. Here the message would say don’t advise them to leave but to listen. Here we demonstrate that the victim may not feel ready to leave as research shows that many victims often believe there’s still hope for change. Bystanders may also need to recognize that the victim may actually love and be in love with the abuser and/or they may feel that they have to remain in the relationship for financial reasons. Here our message strategy focuses on the bystander being a sounding board and is listening and more concerned about the victim’s situation than their own.**
4. **Research shows that victims often face judgment when they report the violence and are embarrassed or stereotyped (i.e., wife beaters). We know victim shaming is a massive obstacle that prevents many victims from stepping forward and speaking out when in abusive relationships. The message must show communicate to bystanders, individuals who are outside of the abusive relations—family, close and concerned friends, co-workers,**

and advocates—to validate and believe survivors when hearing about the sexual violent acts.

5. The tagline must say: Sometimes you just gotta **do it**; so **step in**, **speak out**, because it's time you recognize you CAN save a life, and maybe your own.” For more information call The National Domestic Violence Hotline and 1-800-799-SAFE (7233).
6. All materials must use the hashtag #yougotta
7. Phrases that must be included in the message delivered by bystanders in the animated clips and advertisements/flyers should include statements such as:
  - a. This is not your fault. (as identified in research results). Nothing you did contributed to this. Your significant other is responsible for the choice THEY MAKE in being violent.
  - b. I am honored you confided in me. Know that you are not alone. I'm here for you. Thank you for telling me. I am here to listen. Not judge or tell you what to do. You can tell me how I can help you.
  - c. “I believe you, and I know others who will believe you too.”
  - d. Address gaslighting criticisms that the significant other may have expressed to the victim and say something like “you are not delusional. Your feelings [and injuries] are real and your emotions are valid.”
  - e. “There's a way out of this. I can help you.” After validating someone's experience, you can refer them to resources to help them better understand the cycle of abuse and to show them there's a safe way out. Start by encouraging them to talk to a trained domestic violence advocate

The Bystander /Victim Social Marketing Campaign, based on research, will show that the campaign can (Potter, 2012; Potter et al., 2011; Potter et al., 2009):

1. Increase knowledge of how to safely intervene in cases of sexual and relationship violence and stalking.
2. Increase bystander willingness to get involved in reducing sexual, domestic, and intimate partner violence.
3. Increase the likelihood that target audience members who have survived domestic abuse and or may be survivors still impacted by the violence, will become encouraged to feel emboldened and confident to “do something” bold, wise, and strong.

Research shows that messages that show bystander behaviors and intervention will increase changes in attitudes, particularly for individuals outside of the target audience (i.e., individuals who believe rape myths or find grey areas in terms of when victims should be blamed for physical violent attacks). Data in these instances show that individuals who believe victim blaming and other myths concerning domestic violence are accurate, a bystander campaign can even change their perceptions and after frequent exposure to the messages, they will become more engaged or more willing to engage in intervention behaviors as depicted in the ad messages (Potter & Stapleton, 2013).

The major goal of this campaign is to empower individuals to take a stand and be a part of the solution, making a positive impact on the world. The idea is to use “You gotta be....” Bold, wiser, stronger, and other elements of the campaign theme song as elements of the body copy



while ending the message with the idea that it is up to YOU to do or say something to make it OK.

### Creative Strategies and Tactics

The campaign will rely on creating a strong sense of the ability to intervene and research informs us that when messages take the ambiguity out of the wanting to intervene individuals are much more likely to step in, step up and help stop the domestic violence (Huston, Ruggiero, Conne, & Geis, 1981).

Research also shows that the decision-making process for bystanders includes thinking about potential costs of intervening or not intervening (Fritzsche, Finkelstein, & Penner, 2000). Recall primary research conducted for this campaign showed that bystanders who were exposed to victims of domestic abuse did not intervene simply because they felt that it was not their place to do so. The potential cost of intervening in this case was high for some who desire to do something but fear that they are stepping out of line and getting involved in cases that are none of their business.

### Social Marketing Poster, Brochures, Information Sheets with Lists of Advocates, and Flyers

- “you gotta be bold, you gotta be strong”
- “you just got to....distract”
- “you gotta....step in and intervene”
- “you gotta....listen
- “you gotta...speak up”

### Press Releases

- In order to get the campaign featured on popular media outlets, exposed to industry leaders, and increase exposure for MODHSS and CDC and other sponsors and partnerships, we will rely on the widest distribution of press releases as shown in Appendix C. — eReleases offers the most cost-effective and widest distribution for your press release.

### Media Press Kits

- Press Kits will be developed in order to provide prominent journalists and news media with details and other specifics about the campaign. The objective is to secure feature stories and perhaps news stories about the campaign launch.
- What Is Included in a Press Kit:
  - Background of Client Service.
  - Management/Staff Bios.
  - A Selection of Important Press Releases.
  - Products/Services Fact Sheet(s)
  - Feature stories and sample flyers/poswers.
  - Noteworthy Press Coverage.
  - Industry Awards and Accolades.

- Digital Artwork.
- Contact Information

### Bystander toolkit

- The purpose of the toolkit is to distribute to our secondary target audience of influencers and community partners (i.e., middle and high school teachers, advocates, hairstylists and nail artists, members of the religious community focused on all denominations from jewish religions to Islamic and spiritual healers. We would also send kits to youth program coordinators. These role models can play an important role in helping create an environment of nonjudgmental support and in some way they could help change the normalization of sexual, domestic and intimate partner violence and create environments that are ultimately free from sexual violence.
- As research presented in the background analysis of our secondary research suggests, members of a victim’s family (which would also help victims realize that certain family members will not be upset with them for being in an abusive relationship, but will and can play a significant role in supporting him/her), close network of friends, as well as friends in their workplace can be extremely helpful in intervention. Therefore, the idea behind the toolkit is to assist those who would like to intervene but are not sure how with positive bystander behavior tips and suggestions that they can use to start a discussion with someone they suspect may be involved in an abusive relationship.
  - Those individuals who have an opportunity to pick up a toolkit will find that the materials included in it will help encourage them to be a supporter and feel comfortable to step in, provide support and speak out, giving a voice to a victim of abuse and violence who may not feel he/or she will be perceived as credible and will not be a victim of the shame that often comes with speaking out. The tool kit will use the one-on-one conversations presented in the creative brief components of the message with phrases and different tactics to use in order to play a powerful role in helping to prevent sexual violence.
  - The bottom line is we want to use this tactic to support the overall campaign theme that you “just gotta be involved” in order to help us create an environment free from sexual violence.

Bystanders who use the tips or suggestions might even become involved in the “clothesline project” (described later in this section of the creative tactics) and/or find other means to share their story—which ultimately may encourage other bystanders to follow suit.

### Educational Brochure Material

- Bystander Intervention: What You Need to Know booklet
- Sexual Violence Prevention: Booklet that reviews scenarios outlined in the creative brief on what to say and how to intervene
- Brochure that focuses on assessing barriers to intervention. This will involve a quick “quiz” or personality test that asks readers and members of the target market to answer questions about the barriers that may prevent him/her from intervening in a given situation.

\*All of the materials will end with the tag line mentioned previously. They will include the “You gotta...” creative idea as a theme.

### *Storytelling and Bystander Testimonies*

In future campaigns building on this one, one possible creative tactic would be allowing bystanders to share their stories on a MODHSS website for SV, DV, and IPV. These stories would come from individuals identified by partners, influencers, and advocates of those active bystanders who chose to step in, speak out and do something. There are stories from active bystanders who took a stand to prevent sexual violence.

Related to this idea would be allowing influencers who recognize and know of a bystander who took action to tell THEIR story. This would be an excellent tactic for engaging our secondary audience as well as measuring the success of the campaign’s ability to encourage them to influence and recruit and train potential bystanders. Influencers can go to highlight the individuals within a community who made a move to stop SV, DV, and IPV. Members of this audience can go to [www.makeyourmovemissoula.org](http://www.makeyourmovemissoula.org) › [bystander-stories](#) to tell their story.

“NoMore” is another place where bystanders can share their stories. Here, bystanders share their stories or “bystander scenarios” that not only show them and provide them with tips to take an active role, but they learn how to do that safely. There are aspects where the bystanders may submit their scenario that showed how they interrupted situations that may have led to preventing and interrupting sexual assault and domestic violence.

### *Influencer Training Event*

This creative tactic would involve a luncheon and/or fashion show where the theme would be to show various ways victims cover up and conceal injuries. We would conduct a very informal, yet educational and entertaining session that will train influencers like beauticians (who may notice injuries that are not otherwise visible) and others from our primary and secondary audiences to come to various luncheons in the local community. Various promotional products will be offered like a tote bag that contains all the promotional marketing materials, a magnet that says “I Just Gotta,” or “I Just Had To,” a journal and pen with the campaign theme, and a tee-shirt with the slogan on the left-hand side of the front of the shirt. On the back, will be a spot that says “Here’s my story...”. A sharpie pen will also be provided for attendees to use to write their story on their shirt if they have one or WHEN they have a story to share. The tee-shirts may also be used to display on the “Clothesline.”

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"Hollaback!" Campaign has a section on its website dedicated to bystander stories. The interesting thing to note about this campaign to prevent sexual violence is 21 cities and 16 countries around the world. Hollaback! Share Your Stories, <http://www.ihollaback.org/share/>



"We all deserve to feel comfortable, safe, and welcome and in a world where that is not the reality for far too many people, **Hollaback's work is essential.**" - Lady Gaga

### Impact:

**We've worked to accelerate the movement to end harassment for the past fifteen years. Here's a snapshot of what we've accomplished:**

**16,634** stories of harassment shared and mapped through Hollaback!

**2,259** on-the-ground actions taken in communities globally to end harassment by our global network of trained movement leaders.

**39,778** people trained in how to intervene when they see harassment happening

**7,998** actions taken in defense of 1,780 people who reported their online harassment to HeartMob, our online platform for individuals to anonymously share their online harassment and receive real-time support from bystanders.

impact that



"In these times we are **all** looking for new ways to take care of our community. **Join me in taking @iHollaback's FREE, 1 hour bystander intervention training.** Their exit polls show 99% of people are more willing to intervene the next time they see harassment."  
- W. Kamau Bell

**Hollaback! is accelerating our collective ability to disrupt harassment with strategic partnerships through 2021 and beyond.**

**Hollaback! x L'Oréal Paris Train 1 million people globally to Stand Up Against Street harassment.**

Hollaback! is the lead partner for L'Oréal Paris' new campaign to address street harassment globally. This year we trained teams in Spain, France, Argentina, Italy and more to deploy our bystander intervention training in their countries, and we're working to train 40,000 people in the US before the end of 2021.

**Hollaback! x Asian Americans Advancing Justice | AAJC Address the rise in anti-Asian/American harassment in the wake of COVID-19.**

Together we trained over 13,000 people and established three new trainings: bystander intervention to address anti-Asian/American and xenophobic harassment, Bystander Intervention 2.0: Conflict De-Escalation, and How to Respond When you experience anti-Asian/American harassment.

**Hollaback! x International Women's Media Foundation Take HeartMob to the next level.**

The partnership kicked off in October 2020 with a series of focus groups with female and gender expansive journalists experiencing online harassment. Over the next year we'll roll out improvements to HeartMob, our digital platform that allows users to report online harassment and bystanders to safely intervene.

Hollaback! is able to build people power with trainings and technologies that meet this moment thanks to the rising support of a movement that shares our vision for a future where everyone is free to be who they are, wherever they are.

To learn more about our upcoming trainings and partnership projects, visit [ihollaback.org](http://ihollaback.org). When you're there please consider donating to ensure that this work can reach as many people as possible.

Questions? Send us an email! [holla@ihollaback.org](mailto:holla@ihollaback.org)

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IHOLLABACK.ORG | HOLLA@IHOLLABACK.ORG





### The Clothesline Project

In order to encourage and show a supportive community, the Clothesline project is a moving display of t-shirts created by survivors of domestic and sexual violence. Each shirt tells a story of healing, as expressed by the survivors themselves. Interest in displaying The Clothesline Project, simply relies on reaching out to the Outreach and Education team at: [new-hope@new-hope.org](mailto:new-hope@new-hope.org)

### Mobile Game Application: In-game chats and interactive storytelling games

This involves a mobile game app that users create avatars in their likeness and receive points for creating stories/situations in which there are a series of contexts where their avatar must recognize warning signs in potential intimate partners AND or are randomly selected to be a victim or a bystander (this option changes each time they open the app). The idea here is to use virtual reality to engage users and ultimately expose the users to the message that it is rewarding to intervene and or make better choices about intimate partners.

According to Statista (2020), mobile gaming is growing at alarming rates. For example, data collected by Statista show that as of 2019, the daily time that mobile phone users spend using their devices to play mobile games has grown from 152 minutes in 2014 to 215 minutes as of 2018. Even



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more fascinating is the idea that users spend more time on their phones than they do on the PC or laptop (Statista, 2020).

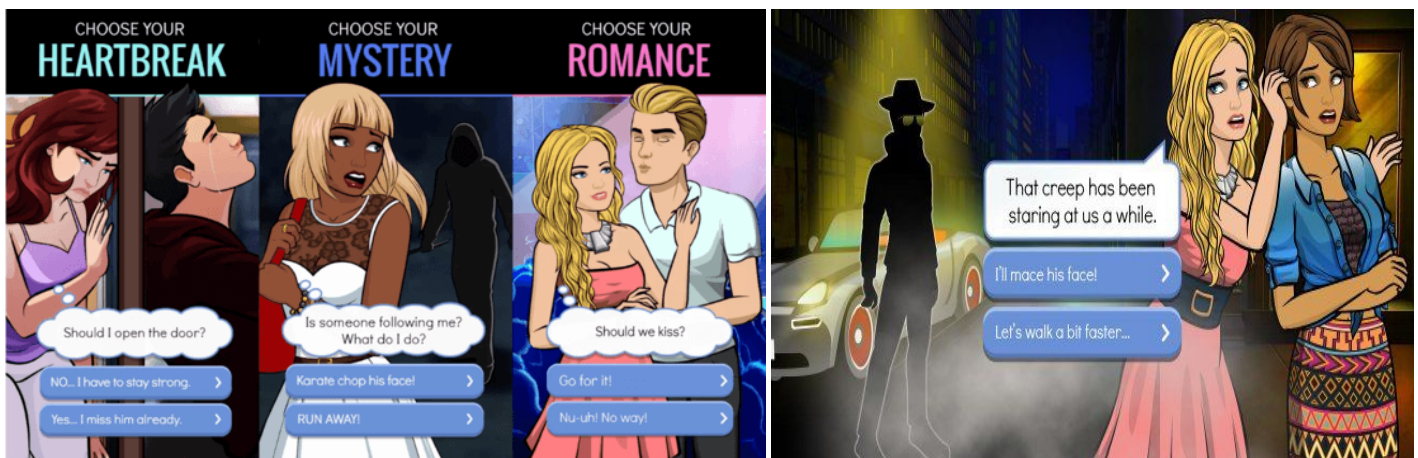
Research states that mobile games are one of the most popular activities for adults between the ages of 25-44. Other fascinating statistics about mobile gaming show that:

- 21% of Android and 25% of iOS apps downloaded are games.
- Games account for 43% of all smartphone use.
- 62% of people install a game on their phone within a week of owning it.
- 78% of mobile gamers are Android users.
- The number of active mobile gamers in the United states is 203 million. 56% of Americans play mobile games more than 10+ times a week.
- 57.9% of the games played are puzzle games.
- More women spend money on in-game content than men.
- The mobile games’ revenue is expected to hit \$76.7 billion by the end of 2020.
- 63% of mobile gamers are women
- Users spend more than 43% of their “smartphone time” playing games

Data on mobile gaming further shows that interactive story games such as the one being proposed enable players to decide what happens to their characters. The top seven titles on the Apple App Store and Google Play generated over \$14 million from in-app purchases last month, according to Apptopia, a third-party provider of app data. The creation of a mobile gaming app would allow survivors and bystanders to write, create and publish their own stories.

Another mobile game option that can be incorporated into the main idea presented above would be to have users advance to a level where they take on interactive stories, integrating choices into a messaging-like interface. Players can read and write chat-based stories.

\*Note: Statistics retrieved from <https://techjury.net/blog/mobile-gaming-statistics/#gref>



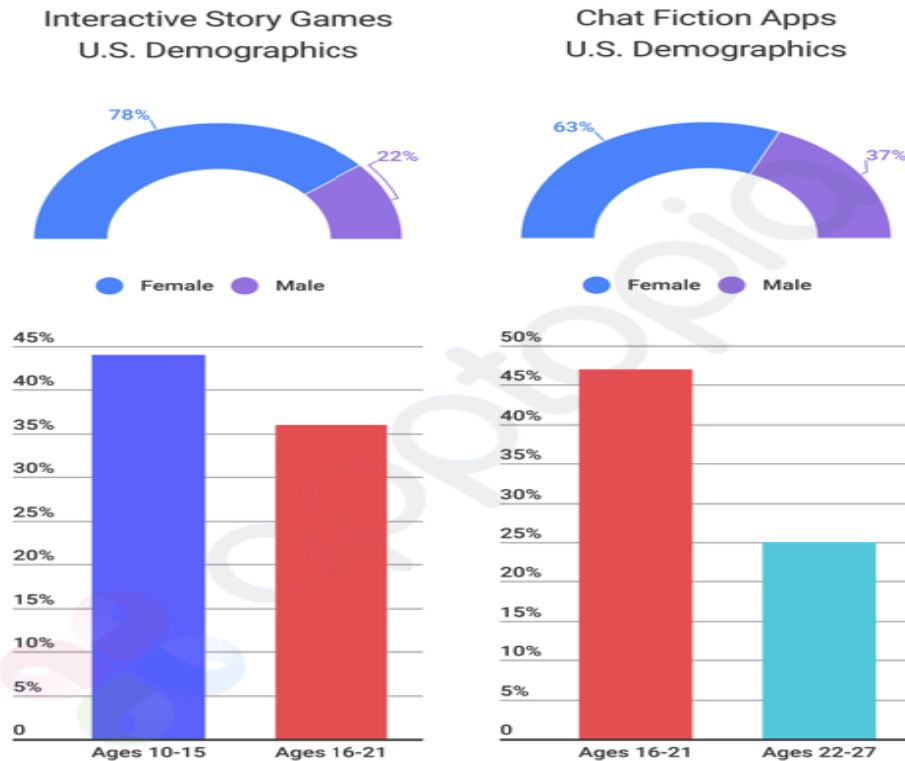


The data presented in the above graph was collected by Apptopia (2019). Research shows that “What’s Your Story?” is the most-downloaded interactive story game of 2018 with more than 3.5 million downloads across the Apple App Store and Google Play [Apptopia, 2019]. <https://blog.apptopia.com/interactive-story-games-tap-into-our-love-for-storytelling>.



Research also shows that the demographic of the interactive story games skews young with users being predominately females between the ages of 10 and 21. In terms of chat fiction apps, users are again typically female between the ages of 16-21.

# “YOU JUST GOTTA” A CAMPAIGN TO REDUCE DOMESTRIC VIOLENCE



The rationale for creating a mobile game that involves educating users about domestic violence and using the game to help support building courage and educating users on warning signs and tips to educate bystanders how what to do and what to say when confronted with an individual who may be in a physically violent relationship. Empirical research in psychology shows that these types of games relieve stress and offer a relaxing and entertaining environment to learn and ultimately be exposed to messages of domestic violence prevention.

Furthermore, research shows that mobile gaming apps enhance well-being, improve moods, build social communities (which would support the idea of the role communities can play in making victims feel validated), The most fascinating attribute about the development of a mobile game to support the “you gotta be bold” message theme is that mobile games give users a sense of escapism while at the same time increasing the user’s engagement and involvement with the message and character. Involvement and educating the target would also be enhanced by adding the element of competition to the game. In other words, by having users win and advance to upper levels, game users will focus more on their strategies and ultimately may be encouraged to think and elaborate on levels they won from those they had to keep playing. It is hoped that this involvement with the game will transfer to real-life situations.

Since this is an innovative idea, it is hard to determine whether it should be discounted. Basically, the idea would be to create the game, advertise it, and then conduct a post-game evaluation and research on users and usage to determine the effectiveness.

## *Factors Affecting Cost of Mobile Game Development*

Various factors must be considered if we want to develop a mobile game app. The first factor involves the story involved in the game, the plot and number of characters. In order to encourage player engagement, it has been suggestion to design a game with personality and rely on an attractive plot and characters. This requires communication between game creators and the strategist. An experienced game planner is known to charge anywhere between \$100 to \$150 an hour.

Another factor involved in the cost of creating a mobile game app is the design of the game. Careful consideration must be given to the game levels, target users, gameplay and game environment. This is a crucial phase and needs to be done carefully. Without a proper design plan, the mobile game app may create a lot of glitches and bugs—ultimately resulting in poor user ratings which also translates into an unsuccessful attempt at relying on a exciting idea that may have potential to actually show the return on investment with respect to reducing domestic violence occurrences. Research on the game plan process yielded a plethora of professionals who are involved in the complete design and development . Professionals include game artists, UI and UX designers. Based on the experience and capabilities, these professionals often charge anywhere between \$150 to \$250 per hour.

The next step in the creation stage of mobile game application development involves categorization of the game category and genre. The mobile game app that is being proposed most closely aligns with the category and genre identified as “Mini Games.” According to research on steps involved in mobile game app development, a mini-game or games that are often identified as casual games are simple solitary games that do not require any specific skills to play.

Once the category and genre has been determined, mobile game apps will need to be tested. The testing process is as important if not more important than the development phase simply because mobile gamers dislike bugs or any glitches in games.

## *A list of the top 7 mobile game app development companies.*

1. **Quytech** is a leading 2D and 3D game development company known for developing hi-tech mobile games for Android, iOS, and popular gaming consoles. The team of developers at the company is qualified and has a hands-on experience on Unity, Unreal, and other popular game engines. Moreover, they also have experience in developing mobile games of different genres, including RPGs, MOBA, Action, Adventure, and Puzzle.
2. **Fan Studio** is a popular mobile app and game development company that offers its game development services to both startups and enterprises. The UK based company follows a customer-centric approach to ensure that its gaming apps deliver an unparalleled experience and brings groundbreaking user engagement. Game Development Services- AR and VR game development, Game design, 2D and 3D game development.
3. **White Widget** is a Phillippines based game development company that uses cutting-edge technology to deliver highly scalable, engaging, and entertaining mobile games. The company builds games for web, mobile, TV, and gaming consoles. Game Development Services- Rapid prototyping, Game Design, Mobile game development, and VR & AR game development

4. Zco is a well-recognized mobile game development company that delivers robust and scalable mobile gaming applications and is known for providing the best value of money. From simple puzzles to complex, the company has developed all types of games. Leverage the latest technology and top game engines, Zco delivers an ultimate customer experience. Game Development Services- Unity game development, HTML5 game development, and Google Play and iOS game center integration.
5. zGames- Established in 2008, zGames is a renowned game development studio that specializes in Unity-powered mobile game development. The company is backed by a team of more than 40 skilled and experienced game developers to design and develop small to large mobile gaming applications. Game Development Services- Unity game development, 2D and 3D art creation, WebGL game development, Game design, Level design, and games for consoles, PC games, and browser games.
6. Kevuru Games- is a leading game development company with more than 120 skilled game designers and developers in the team. The company develops PC and mobile games for the giant enterprises. “We don’t just develop games, we create the stories behind them” is what the company believes. What keeps their gaming applications stand out in the market is unique concepts, stunning animations, amazing characters, and an ultimate gaming experience. Game Development Services- 2D and 3D art, Unity Development, PC Games, VR Games, Console Games, and Mobile Games.
7. Groove Jones is a well-known mobile game development company that delivers next-generation XR, AR, VR, & MR experiences through their gaming applications. The team of experienced and certified developers ensures that each game developed meets clients’ expectations and delivers a thrilling experience to the players. Game Development Services- AR games, mobile games, VR games, and PC games

What type of games these game development companies develop?

Any of these mobile game development companies will create the following types of mobile games:

- RPG or Role Playing Games
- Action Games
- Action-Adventure Games
- Arcade Games
- Hyper-Casual Games
- Simulation Games
- MOBA or Multiplayer Online Battle Arena
- Puzzle Games

This list of top development companies was supplied to offer ideas as where to go to get a successful gaming application developed for the project and campaign. If there are budget constraints, then the plan B option is to hire game developers. Quytech and a few other companies mentioned above also offer remote game development services. To know more about these companies, visit their website and check their services as well as portfolio.



# “YOU JUST GOTTA” A CAMPAIGN TO REDUCE DOMESTRIC VIOLENCE

Finding freelance mobile game app developers

Another possibility is to search for a mobile game app developer on this website, [https://www.upwork.com/search/profiles/?q=mobile%20game%20app%20developers&user\\_pref=2](https://www.upwork.com/search/profiles/?q=mobile%20game%20app%20developers&user_pref=2), a site that includes reputable developers at reasonable rates.

*Circle of 6: An example of a mobile app that proved effective*

A campaign that used an iPhone App for College Students called “Circle of 6,” won the White House “Apps Against Abuse” award. This campaign shows the instant and important reason for relying on mobile applications in health campaigns. This app was reported to be fast and easy-to-use. It was originally designed for college students to prevent sexual violence, but campaign developers found that teenagers, parents, friends, and several communities began using the app—showing that communities are definitely willing and wanting to foster healthy relationships and safety. Based on this information, it is hypothesized that the mobile app might be a useful tool to combat the idea among rape cultures that sexual violence is normalized and may be a very significant tool used to change this perception for the positive.

*How Circle of 6 Works*

The infographic below shows how Circle of 6 works.

## HOW IT WORKS



### “+” ICONS CHOOSE YOUR CIRCLE >

Add up to 6 people from your contacts to join your circle. Choose good friends or any trusted adult.



### PIN ICON COME GET ME >

Sends a text to your Circle that says: **“Come and get me. I need help getting home safely.”** with your GPS coordinates.



### PHONE ICON CALL ME >

Sends a text to your Circle that says: **“Call and pretend you need me. I need an interruption.”**



### CHAT ICON I NEED TO TALK >

Sends a text to your Circle that says: **“I need to talk.”**



### INFORMATION HELPFUL LINKS >

Direct access to information about sexuality, relationships and safety.



### PHONE OUT HOTLINES >

Direct access to national hotlines and a specialized hotline of your choice, such as LGBTQ, Spanish-language, etc. based on your personal priorities.



The app allows users to identify whether or not they need help getting home? need an interruption? A simple behavior of making two taps on the iPhone informs a circle of the location and how they can help. Circle of 6 app for iPhone and Android makes it quick and easy to reach the 6 people you choose. The success of this app is that it provides bystanders, influencers and others in a social network to look out for each other on campus or when potential victim of SV, IV, IPV fears that he/she is being stalked or is out for the night and in a “strange” environment. Circle of 6 is a simple tool to prevent violence before it happens. The interesting aspect of this tactic is the idea that a potential victim actively selects his or her bystanders and advocates. An amazing idea to reduce and perhaps eradicate SV, DV, or IPV.

Summarizing the Creative Tactics (Creative Deliverables) To Be Used in this Campaign

As we know, different strategies and tactics and the combination of them may contribute to the overall success of a campaign in a wide variety of ways. As mentioned previously, the current campaign proposes a combination and use of the following:

- Traditional media (e.g. news stories, radio, and TV announcements)
- Press releases and press kits along with eReleations to attract media attention
- Events and other public outings (perhaps even a race or walk for domestic violence) in order to reach out and extend the impact of the campaign
- Using communities and community leaders for initiate community dialogue
- Mobile game apps to entertain and educate potential bystanders using a technology that is popular and effective.
- Using social media channels to spread hashtags and messages #youjustgotta or #itsmorethanthat (eg. social networks, videos, blogs, twitter, etc)
- Mobilizing volunteers and bystanders to influence others in their networks (i.e., organizing community events or private parties, perhaps even fundraisers like American Idol, Dancing with the Intervention Stars, etc)
- Distribution of campaign merchandise, such as tote bags, journals, tee-shirts, sharpies to write on tee-shirts and share the reach of their stories
- Lobbying key decision-makers.



### MONITORING AND EVALUATION OF THE CAMPAIGN

Advertising, public relations, and public health campaigns have one thing in common: every one requires monitoring and evaluation of the campaigns objectives. Monitoring and evaluation are necessary components of any campaign and therefore will be suggested for this campaign. Monitoring and evaluation, the final step in this process, will provide timely and reliable data that will provide the client with the impact of the efforts outlined in the current report.

The strategic communications consultant will monitor evaluate the proposed campaign by assessing outputs, outtakes, outcomes, and impacts-- important elements of a PR campaign—that will determine how successful the campaign is terms of increasing target audience members awareness and interaction with the campaign’s theme, changes in their behavior, exposure in national, regional and/or local media, as well as changes in behavior.

**Outputs: Materials and messages distributed to target audiences**

Outputs include news releases, email marketing blasts, and events, as well as the media coverage that these generate. Outputs also include proactive communication by an organization on its owned media channels and properties. In the most basic of terms, did the message actually reach the target audience?

To measure outputs, the consultant for this campaign will measure:

1. **Press Clippings.** We will track the number of press clippings that mention the campaign and its goals and strategies. The caveat is that we want to incorporate and use media that are guaranteed to be viewed by our target audiences. A sign of success is obtaining a significant number of mentions in target media outlets,. Data will reveal if our campaign was successful in raising awareness.
2. **Media Impressions.** Another method of assessing outputs is to calculate the number of media impressions for a given period. This requires simply multiplying the number of press clippings by the total circulation of the publication in which it appeared. For example, a local media talk show and other traditional media mentions our campaign and it has a total circulation or audience of say 10, 0000 consumers, the final number tells us the total number of gross impressions obtained. The number yielded also informs us of the overall impact of the media used in the campaign.
3. We will also measure social media posts by analyzing the frequency of the hashtag mentioned in the campaign, the number of news releases, along with a content analysis of the messages found in printed media articles. This analysis will tell us how Facebook, twitter or Instagram posts were created.
4. **Content Analysis.** In addition to the quantity of articles and impressions, companies evaluating the impact of their PR programs should monitor the content of the articles that are published. Quality matters – did the writer mention the campaign message? The goal of this measure is to assess whether our press coverage resulted in valuable images for the content and impressionable content to their readers.
5. **Website Traffic.** Another way to determine the effectiveness of the PR investment is to measure the amount of traffic sponsors who post our flyers or posters on their websites receives before and after launching the current campaign.

**Outtakes: What audiences do with the communication in our messages**

This evaluation metrics looks at how those exposed to our message transfer the information contained in the campaign to actually step in and speak up for potential victims. Outtakes measures what the target audience understands as a result of exoisyre to the message. To obtain valid data, we would need to rely on the outputs obtained after the campaign launch date. audience now understands after its exposure to content contained in the prevention campaign. This evaluation metric requires that we ask the question; now that the audience is aware, (based on

the output evaluation results), what did they do? Audience engagement, sharing, and commenting are examples of outtakes. We then ask how did the efforts offered in the campaign help change minds or touch emotions to provoke a behavior? To measure audience behavior change – in this case social media sharing of stories told by and uploaded to websites about their experience preventing sexual violence – is one way to measure an outtake. We would have to encourage use of the campaign’s hashtag in order to ensure the data is valid.

Outcomes: The effects your communication has on audiences

In PR, this metric involves a measurable change in knowledge, attitude, opinion, or behavior. What change did our social media efforts make? Did the number of bystanders willing to step in and intervene increase? Was there an increase in the number of reports made? How many mobile phone users installed the app and how many use the app on a regular basis? Did increased engagement lead to people asking for booklets, posters, toolkits? How many individuals email MODHSS in order to obtain our booklet on bystander prevention?

### Communication objectives: How we communicate



\*refer to <https://www.axiapr.com/blog/understanding-pr-outputs-outtakes-outcomes-and-impacts>

### SUMMARY, CONCLUSION AND RECOMMENDATIONS

The campaign proposed in this report relies on the following theories to guide the development of the message (refer to Peer Solutions, 2010):

1. Social learning theory and attitude inoculation theory (primary intervention theoretical frameworks).

2. Social norms theory thru depictions in the visuals showing changes in how others will respond to victims who decide to confide and share the violence that they experience in the household
3. Community development
4. Peer education, mentoring and modeling
5. Social change and marketing and health promotion

The most exciting aspect of this proposed campaign is the utilization of a growing and trendy media vehicle and that is, mobile game app usage. This idea utilizes games and activities to teach users how to become better bystanders. In order to address the root causes of domestic violence, the main idea behind primary prevention, the inclusion of mobile game apps will foster norms of the program fosters the norms of safety, victim validation and respect. This campaign is about the use of positive and permanent solutions to a problem that needs to go away—the idea that domestic violence and rape cultures are acceptable or unworthy of finding the courage to speak up and speak out and do something about the violence that happens to individuals on a daily basis.

The campaign theme “you gotta” relies on strong theoretical background along with the best evidence on media that helps address reducing and preventing SV, DV, and IPV. This report offers a range of positive pro-active goals, strategies and tactics that can be used by a variety of partners, advocates, organizations, and sponsors. The consultant referred to many materials provided by the Center for Disease Control and Prevention and ultimately feels confident that many of the approaches, campaign development formal selection processes and considerations, along with media selected to aid in the distribution of the message are in line with the CDC’s emphasis on the primary prevention of perpetration, or stopping SV perpetration before it starts, as well as on how health communication professionals might be able to develop campaigns that will successful reduce risk and ultimately prevent victimization in terms of sexual, domestic and intimate partnerrelationships. It is hoped that the ideas suggested in the current report will not only prove short-term successes in terms of the victimization occurrences, but that it also impacts long-term statistics in hthe SV, DV, and IPV reported cases. . The hope is that multiple sectors, such as public health, health care, education, justice, and social services will use this technical package to prevent SV and its consequences.

Research offers a plethora of ways that bystander intervention strategies can be implemented within an organization, school or institution. Choosing a strategy that best fits the organization and target audience requires a number of considerations which were covered in the review of the literature.

### [Recommendations to Prevent Sexual Violence in Missouri](#)

After an extensive review of the literature, risk factors and components of promising sexual violence prevention programs, a comprehensive model for an effective campaign, the selection of the appropriate audience to be exposed to the message along with components of message strategies, the following recommendations are being made for the MODHSS to seek resources to extend the campaign timeline AND produce the tools and campaign media components needed to ensure 100% success rates in terms of preventing SV, DV, and IPV. Keep in mind this list is not



complete, but should serve as ideas on how to continue the campaign as well as components in the media planning and strategy sections that should be added

### Future Recommendations:

1. Incorporate paid media into the media mix. This involves the production and addition of short commercials and 15-second videos to be used on a Youtube channel as well.
2. In order to increase the recognition that sexual violence is preventable, the campaign must run for a minimum of 2 years..
3. Pay or at least reward (offer incentives) to those bystanders who intervened and have stories they can share in order to Increase prevention efforts and increase the opportunity that others will be encouraged to intervene.
4. Build upon existing expertise and promote community by organizing, planning, and holding several planned events that members of our target audiences might be very interested in (i.e., sponsored fashion shows, a performance or concert by the artist that performs the campaign's theme song, etc).
5. Organize press conferences that highlight the uniqueness of this campaign (perhaps seek a celebrity to serve as a campaign spokesperson.). One suggestion is to seek out support from celebrities born and raised in Missouri. Research did reveal those celebrities with huge ties to their Missouri hometowns. A few of those celebrities are; Eminem, Jon Hamm, Elle Kemper; Sheryl Crow, Misty Copeland, Jenifer Lewis, Cedric the Entertainer, Mikelti Williamson, Kevin Nealon, Jessica Capshaw, Pooja Kumar, Evan Peters, Brooke Techmacher, Gretchen Wilson, Kelly Stables, Nelly, Tech N9ne, Sara Evans, Truth Hurts, and Json. At the time of this writing, these celebrities and popular musical artists all hail from the state of Missouri and were identified by research that lists the most famous people from the state of Missouri. Frisby (2020) also searched databases for artists from the lists that have been known to help support causes for their homestate.
6. Create a website specifical for the campaign (similar to the greendot.com and other campaigns listed in this campaign). Here we might provide those who visit the site with resources to download. They will also be able to download toolkits, posters, brochures and other materials. This would be incredibly helpful if sponsors and partners are also able to have one common place to pull information from. This tactic will and might provide a health space to carry on discussions via a discussion board, upload pictures and testimonials of interventions. This strategy is known to be effective in diminishing aspects of society that promote and support sexual violence. Basically, this tactic might be helpful also in combatting communities where rape culture is highest. The more cost-effective tactics such as the use of a website, etc would be significant in advancing our mission and increasing an opportunity to gain more exposures and increase our impressions
7. Employ email blasts and other regular communications with influencers that will aid in broadening the scope and increase of prevention efforts identified in this campaign proposal as well as increase partnerships.

Although the ideas proposed in this current proposal offer hope for the start of change in sexual prevention, it is not the end. For this campaign to work, we need long-term exposure and sustained commitment for many years. his action plan is the start of change — not the end. The ideas suggested in this campaign require dedication and support by those inside the government as well

as outside the governmental institutional organizations. More importantly, this campaign requires funding and financial resources to ensure that many of the tactics can be executed (i.e., funds to develop the mobile game app, produce and edit broadcast commercials and video for a Youtube channel, etc).

You Just Gotta, is an action plan, an educational campaign designed to offer a recipe and roadmap to stop sexual, domestic, and intimate partner violence. Contained in this proposal is a call for direct action for all Missourians (and perhaps other states who wish to implement the campaign) to achieve important social changes in preventable lifesaving intervention and to do it together.



**THAT'S NOT FUNNY.** I don't like what you just said. **Is there anyone I can call for you?**  
Am I the only one who is uncomfortable with that? **Are you OK?**  
That's illegal – you could get into serious trouble.  
**Is everything OK over here?**  
I'm saying something because I care about you.  
**Do you want to leave with him/her?** Is there any way I can help?  
**I'm calling for help. Can we walk you home?** **I'M CALLING 911.**

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To learn about CDC prevention activities related to family violence and intimate partner violence, visit CDC’s National Center for Injury Prevention and Control Web site at <http://www.cdc.gov/ncipc/dvp/fivpt>.
- To obtain copies of these publications, visit NIJ’s Web site at: <http://www.ojp.usdoj.gov/nij>, or contact the National Criminal Justice Reference Service, P.O. Box 6000, Rockville, MD 20849–6000; 800–851–3420 or 301–519–5500; or send an e-mail message to [askncjrs@ncjrs.org](mailto:askncjrs@ncjrs.org).
- To obtain copies of these publications, visit NIJ’s Web site at: <http://www.ojp.usdoj.gov/nij>, or contact the National Criminal Justice Reference Service, P.O. Box 6000, Rockville, MD 20849–6000; 800–851–3420 or 301–519–5500; or send an e-mail message to [askncjrs@ncjrs.org](mailto:askncjrs@ncjrs.org).
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## APPENDICES

### Appendix A: How to Use Lyrics Without Paying a Fortune or a Lawyer



BY [HELEN SEDWICK](https://www.thebookdesigner.com/2015/03/how-to-use-lyrics-without-paying-a-fortune-or-a-lawyer/) ON MARCH 27, 2015; <https://www.thebookdesigner.com/2015/03/how-to-use-lyrics-without-paying-a-fortune-or-a-lawyer/>

Whenever I speak at a conference, I ask who uses lyrics in their writing. Without fail, hands go up, including my own. Lyrics are a quick way to communicate setting or reveal character. A Sinatra ballad evokes wartime romance while Grateful Dead ramblings transport readers to a smoky love-in. When I explain that using lyrics may be copyright infringement, an audible groan fills the room. Lyrics are intellectual property, like text and images. If you use someone’s property without permission, whether it’s a car, a bicycle, or the words to a popular tune, you are violating their property rights.

Using lyrics is particularly risky, not because they are special in the eyes of the law, but because they are owned by music companies that aggressively protect their rights. You could get a lawyer letter demanding you “cease and desist” using the lyrics. Translation—shred every copy of your book, even though the infringing words are 25 out of 95,000. Worse, you could be liable for monetary damages.

Writers tell me I am overreacting. If a book sells a few hundred copies, who’s going to know or care? But that’s planning for failure. What if your book takes off and you sell 10,000 copies, 100,000 copies? This is one case where it is cheaper to get permission than to ask forgiveness. The cost of getting permission to use lyrics in self-published books is often affordable, typically between \$10 and \$50. Now that won’t get you permission to use lyrics from Jumpin’ Jack Flash or Eleanor Rigby, but it is likely to cover many Sinatra ballads.

How to get permission?

Suppose you want to quote lyrics from *Will You Still Love Me Tomorrow* written by Carole King and Gerald Goffin. You might be tempted to contact the songwriters directly through Carole King’s website. Don’t. Typically songwriters do not handle the licensing of their songs. They assign or license their songs to music publishers that manage the process and collect royalties.

To identify the music publisher, check the sheet music for the song for a copyright notice. It should be in the name of the music publisher. Then check the publisher’s website for information on how to obtain permissions. I have attached a sample permission request letter at the end of the post.

If you can’t find the sheet music, or the publisher is no longer in business, try the two largest music publishers:

- [Hal Leonard Corporation](#) handles songs by thousands of artists including the BeeGees, Irving Berlin, Johnny Cash, Henry Mancini, Red Hot Chili Peppers, and Walt Disney.
- [Alfred Music Publishing](#) represents hundreds of music publishers and songwriters, such as Bruce Springsteen, United Artists, MGM and various movie studios.

The search capabilities on these sites are far from perfect, and you may not be able to find the song you have in mind. It costs nothing to email these sites or fill in their online forms asking for permission. If they don’t handle the song, they will let you know.

Before you fill out the online forms, you’ll need the following information:

- book title
- publisher
- publication date
- the excerpt and/or complete lyrics as they are to appear in your publication
- the territory of distribution
- suggested retail price
- and number of copies to be printed

You’ll have to make a judgment call here. If you ask for permission to print 100,000 copies, then the license fee will be higher than if you request permission to print 1000 copies. Ask for a reasonable amount. Although the sites say it may take four to six weeks to receive a response, I usually hear back from them within two weeks.

If these sites do not work, then you may be able to find the publisher by searching the data bases of [ASCAP](#), [BMI](#), [SESAC](#), and in Canada, [SOCAN](#). These are performing rights societies that manage the licensing of recorded music on behalf of the recording artists, but they also provide the contact information (and often a link) to music publishers.

You may need to search all four sites because a performer may be registered with one company and not others. And many songs have various co-writers and multiple music publishers, and you will need permission from all of them.

For example, a search of “*Will You Still Love Me Tomorrow*,” in ASCAP and SESAC turned up nothing. On BMI and SOCAN we found the publisher, Screen Gems-EMI. We clicked on the publisher’s name and got the contact information. Don’t be surprised if many of these publishers send you to back to Hal Leonard or Alfred Music to handle your request, which is why I recommend starting there.

Alternatives

If all this searching and paying is more than you want to deal with, your alternatives are:

- Use the song title and artist’s name only.  
Titles and names are not protected by copyright, so you may use them without permission except as part of your own book title or on your book cover. That raises trademark and publicity problems.
- Write your own lyrics.  
Go for it! You may discover a new talent.
- Use lyrics in the public domain.  
Any work in the public domain is free to use without permission or compensation. You should, however, always give credit to the original creator out of respect and to avoid plagiarism.

Any song first published or recorded in the United States before January 1, 1923 is in the public domain. This includes many rag time and early blues songs, such as:

- Take Me Out to the Ball Game by Ed Meeker
- Swing Low Sweet Chariot
- Jelly Roll Blues by Jelly Roll Martin
- Claim fair use.  
Fair use is copying of copyrighted material for a limited purpose, such as education, commentary or criticism, or for a “transformative” purpose such as parody. Here’s one of the best posts out there about fair use, [What Every Writer Ought to Know about Fair Use and Copyright](#).

For example, if you quote lyrics from Bob Dylan and Eminem to compare their treatment of women, that may be fair use. But using the same lyrics to evoke a time or reveal something about your character is not fair use and could be infringement.

The line between fair use and infringement is murky. Much depends on the facts of the case. Giving credit does not make a difference—you could be infringing even if you are not plagiarizing.

Unless you are reasonably confident your use is fair use, don’t rely on it. Even if you are well within safe lines, the copyright owner might sue. Think of the attorneys’ fees and the time involved. While I admire those who take on David-and-Goliath battles, I’d rather spend my time and energy writing.

*Ready to get permission? Here is a sample permission letter.*

Dear \_\_\_\_\_ [the music publisher or other rights holder]:

I am writing to ask permission to reprint \_\_\_\_\_ [identify actual lyrics, song and songwriter(s)] on a non-exclusive basis in \_\_\_\_\_ [describe intended use, such as within text of book, on a website and/or blog post, etc.].

I believe that you are the holder or administrator/publisher of the copyright in these lyrics. If not, I would greatly appreciate any help you can provide to help me locate the current rights holder or administrator/publisher.

[Describe your project, such as a traditionally published book, self-published book, a memoir, etc. If educational, explain how. Show your passion for your project. ]

My first run printing will be \_\_\_\_\_ copies. /OR/ I will be distributing the print book through a print-on-demand provider. I request permission to print up to \_\_\_\_\_ books. I will also be distributing an



e-book. The anticipated price of the book is \$\_\_\_\_\_ and the price of the e-book will be \$\_\_\_\_\_, although I may discount those prices.

I am distributing the book in English, [mention any other languages] in the world-wide market. I will also use the lyrics on my website and blog. [Describe current traffic levels.] I do/do not post third-party advertising on my website.

I would use the lyrics starting on \_\_\_\_\_ [date] with no known end date.

I would be happy to provide you copies for approval and upon distribution.

Please let me know if you may grant the permissions outlined above as well as the license fees involved.

Thank you for your attention to my request.

Sincerely,

[Your name, contact info, website, social media links, and anything else that demonstrates who you are and your vision.

Helen Sedwick, is a Contributing Writer for The Book Designer. She is also an author and a California attorney with thirty years of experience representing businesses and entrepreneurs. Her latest book is [Self-Publisher’s Legal Handbook: The Step-by-Step Guide to the Legal Issues of Self-Publishing](#).

Disclaimer: Helen Sedwick is an attorney licensed to practice in California only. This information is general in nature and should not be used as a substitute for the advice of an attorney authorized to practice in your jurisdiction.

APPENDIX B: CONTACT THE MUSIC PUBLISHER

**Universal Music Publishing UK**  
**4 Pancras Square**  
**Kings Cross**  
**London N1C 4AG**  
**United Kingdom**  
**Phone: [+44 \(0\)20 3932 6565](tel:+442039326565)**

APPENDIX C: SAMPLE PRESS RELEASE

# **You Just Gotta... A Campaign to Encourage Bystander intervention of Domestic Violence**

The following is a sample of a press release, announcing the new campaign from the Missouri Department of Health and Senior Services along with the Center for Disease Control and Prevention.

**FOR IMMEDIATE RELEASE: January 5, 2021**

**CONTACT:**

[Contact Person] [Organization Name] [Telephone Number] [Fax Number]

[Email Address] [Web site address]

**[STATE] IS TURNING PURPLE TO ENCOURAGE BYSTANDERS TO BE BOLD, STEP IN AND SPEAK OUT WHEN WITNESSING DOMESTIC VIOLENCE.**

City, State — The Department of Health and Senior Services will showcase a brand new campaign throughout the month of January. “It is my great pleasure to highlight the important issue of domestic violence by unveiling a new campaign aimed at reducing and eradicating domestic violence in the state of Missouri. It takes a coordinated effort by all corners of the community – law enforcement, advocates, community groups, schools – to combat the scourge of domestic violence and declare that it will not be tolerated in our state,” [EXECUTIVE NAME] said.

The “You Just Gotta” educational advertising and public relations campaign hopes to transform communities, particular those known to be with in high rape cultures, into communities that ultimately support victims and reduce the propensity to glamorize sexual, domestic, and intimate partner violence. [Include quotes from relevant people, such as local politicians, a business owner who is an influencer, a bystander with a story of an intervention used, and a survivor of domestic violence (assuming it’s safe)] . [NAME], the Executive Director of [DV PROGRAM NAME] said, “We are proud to stand with those in federal and local government to declare our commitment to the fight against domestic violence, in this community and throughout the State. Our agency stands by to help those in need, no matter where they are in the process, and we won’t rest until every person can feel safe in their own home.” [NAME], a survivor of domestic violence, said “Being here today, seeing how many people care, inspires a deep sense of gratitude. Years ago, I was in a very dark place and a bystander along with an amazing group of influencers made up of advocates and members of my religious group, helped me gain the strength and courage needed to turn my life around. I was afraid that people would not believe me or that my family would be ashamed or

disappointed that I was allowing someone to abuse me. But, the minute my bystander, my good friend took one look and then asked me “is your relationship still OK? I don’t think so and that’s why I asked,’ I could tell that she cared. I just let it all out. I hope that others can find the safety and happiness that I have.”

In [NAME] State last year, [DV PROGRAM NAME] answered \_\_\_\_\_ hotline calls and provided \_\_\_\_\_ bed nights of safe emergency housing. The hotline number is [PROGRAM’S LOCAL HOTLINE NUMBER]. The hotline national number is 1-800-XXX.XXXX.

For additional information, contact: [CONTACT NAME, PHONE & E-MAIL; SAME PERSON AS “CONTACT” AT TOP OF PRESS RELEASE]

[Include a short paragraph about your and other involved organizations.]

[DV PROGRAM NAME] has been providing services to victims of domestic violence and sexual assault in [[STATE] for more than XX years. Services include emergency shelter, case management, counseling, legal advocacy, accompaniment, youth services, safety planning and assistance with crime victims compensation claims, and a pet partnership program. Staff is available 24 hours a day, 7 days a week. All services are free and confidential.

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## APPENDIX D: 10 MAIN COMPONENTS OF A FIRST-CLASS PRESS KIT

by William Comcowich , Oct 5, 2020, Retrieved from [https://glean.info/10-main-components-of-a-first-class-press-kit/?doing\\_wp\\_cron=1609548640.3930110931396484375000](https://glean.info/10-main-components-of-a-first-class-press-kit/?doing_wp_cron=1609548640.3930110931396484375000)

The press kit is among the necessary and most useful tools in public relations. Also known as media kits, well-developed press kits provide a one-stop information source for reporters. They are essential to pitching story ideas to journalists. They offer a quick and easy way for journalists to understand your organization or its products and their value propositions – and they provide an unmatched vehicle to deliver more comprehensive information about the organization and its products. They also provide PR staff opportunities to engage reporters.

By providing thorough background, a neatly packaged press kit improves the likelihood that the media will cover the organization and the product. It also helps assure factual accuracy in media stories.

“Getting mentioned by established websites allows you to borrow the trust of those publications. It gives your online store social proof when you place their logos on your website,” says Corey Ferreira, an entrepreneur and content creator at Shopify. “The result? More sales.”

Experienced media relations pros typically keep press kits on hand and ready to distribute to reporters at press conferences after media interviews with company executives, or when networking at conferences. When pitching story ideas to journalists, many PR pros include a link to the online press kit.

“Never leave a reporter hanging—especially one who’s ready to write about your company. One of the simplest ways to please any journalist, blogger, or even potential investor, is to have an easy-to-find press kit on your site,” says media and communications expert Jane K. Callahan.

Press kits are valuable for more than just media relations. Companies often send their press kits to prospective clients, advertisers, investment analysts, investors, bloggers, and anyone else who might be interested in learning about the organization.

Press kits can differ depending on the brand, intended audience and purpose. While there are no definitive rules, the best press kits provide a detailed look into the organization or the product.

### Press Kits Move Online

In earlier times, a press kit meant a folder or packet of information and photographs that PR representatives handed to reporters. Companies eventually began including CDs, flash drives and giveaways emblazoned with the firm’s logo. Now, press kits are more likely to reside on the corporate website. Reporters and bloggers typically first visit the online newsroom when developing a story about an organization or brand. They also visit corporate newsrooms when writing about an industry development or business issue.

Companies may place the information in a section labeled “For the Press,” “Media Resources,” “Press Room,” “Press Resources” or “Newsroom.” Access to the digital media is not restricted to “the press;” anyone can view it, including key audiences such as investment research analysts and prospective customers.



These are the major components of a press kit. (Although we’ve used the term “company” in the component descriptions, non-profit organizations can include most all the same elements in their press kits.)

1. **Company overview explains what your company does, what it offers, and what differentiates it from competitors. It includes a history of the company and tells its story and mission. Providing a basic description that avoids industry jargon and clichés is the best way to help reporters and others understand the company. Financial reporters may also wish to access the company’s most recent financial reports. A succinct “elevator description” of the company will often find its way into industry stories.**
2. **The fact sheet, which may be considered part of the company overview, is a one-page, bulleted list of the most important information about the company, such as key statistics, achievements and important dates in its history.**
3. **Biographies of the CEO, chairman, founders and other key players, including their headshots, give the company a human face and provide insight into its leadership’s vision. Brevity, perhaps a few paragraphs, is ideal. This is not the place for life stories.**
4. **FAQs can differentiate the organization from competitors. When preparing FAQs, talking to the firm’s sales team and contact center can uncover common questions from prospective customers.**
5. **Press releases on one or two recent newsworthy announcements are another typical press kit element. If the announcement is recent and newsworthy enough, a media outlet may publish it. When distributing press releases at a press conference or other event, it’s advisable to tailor the announcement to the theme of the event.**
6. **News coverage of the company can provide background to journalists and establish your organization as credible and newsworthy. If your company is unwilling to pay for expensive reprint rights, you can list the media outlet, story headline, introduction or summary, and date of publication. For online press kits, you provide a brief description and link to the full article.**
7. **Product descriptions are best when simple and succinct, allowing industry outsiders to understand them. Include a product sample if possible.**
8. **Multimedia elements include photos of your products, perhaps a video of your operations, or a map listing the company’s location. Indicate that media outlets can publish materials without credits. Also, include a high-resolution company logo, including one with a transparent background and ensure that it is 360 dpi so it is also suitable for print.**
9. **Contact information covers phone numbers and e-mail addresses of company media contacts. Contact information is a critical and seemingly obvious press kit element, but surprisingly some press kits lack this information. These days, the contact information can include links to your company’s social media profiles. Clients, especially if they are well known, help legitimize the business. Customer testimonials or product reviews are also powerful. It’s essential to obtain approval from clients to mention their name, even if you are not contractually obligated to.**
10. **Bonus tip: Media monitoring and measurement are necessary to understand the effectiveness of your media relations and overall public relations work, including press kits, blogger outreach and influencer marketing across all forms of traditional and social media. A media monitoring service can send timely email alerts when your company, products or**

other important terms are mentioned online. In addition, media measurement can reveal how sentiment toward your company evolves over time through sentiment analysis.

- a. When considering media monitoring and measurement services, look for a vendor that sends timely automated alerts, integrates news media and social media mentions into a single dashboard, and can incorporate customized metrics into its clients' dashboards. Take advantage of free trials. Avoid vendors that require long-term contracts.