Meet the PreventConnect Team

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PreventConnect.org

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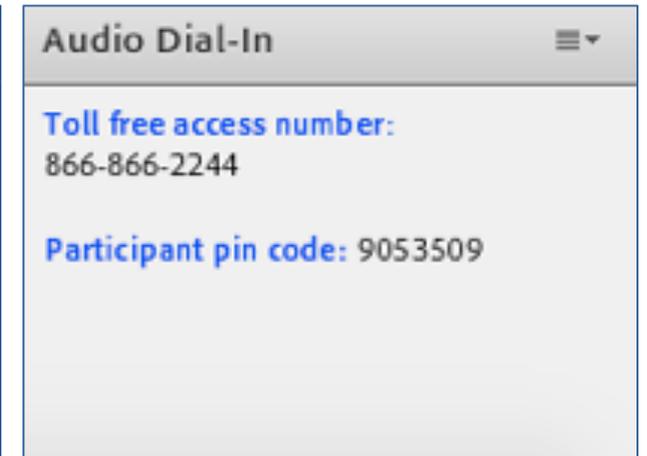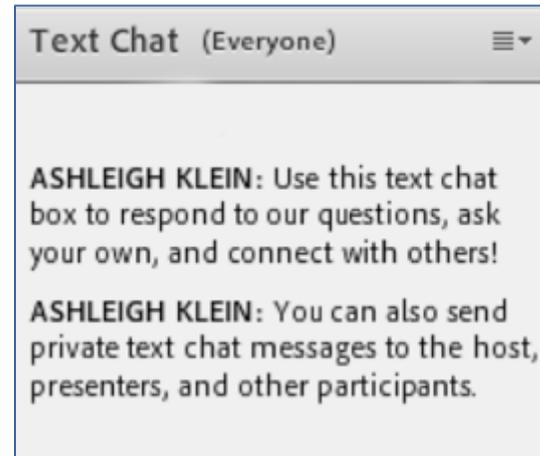
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PreventConnect

‣ Domestic violence/intimate partner violence

‣ Sexual violence

‣ Violence across the lifespan, including child sexual abuse

‣ Prevent before violence starts

‣ Connect to other forms of violence and oppression

‣ Connect to other prevention practitioners

Evaluating Social Norms and Social Marketing Campaigns for Sexual & Domestic Violence Prevention

Thursday January 23rd, 2020
11 AM PST | 2 PM EST

Objectives

‣ Describe key concepts and principles for evaluating social norms change and social marketing campaigns

‣ Identify evaluation approaches, measures, and indicators for social norms change and social marketing campaigns

‣ Discuss examples of ways to evaluate social norms change and social marketing campaigns

CDC Division of Violence Prevention Technical Packages

STOP SV

	Strategy
S	Promote Social Norms that Protect Against Violence
T	Teach Skills to Prevent Sexual Violence
O	Provide Opportunities to Empower and Support Girls and Women
P	Create Protective Environments
SV	Support Victims/Survivors to Lessen Harms

Preventing IPV

Strategy
- Teach safe and healthy relationship skills
- Engage influential adults and peers
- Disrupt the developmental pathways toward partner violence
- Create protective environments
- Strengthen economic supports for families
- Support survivors to increase safety and lessen harms

https://www.cdc.gov/violenceprevention/pdf/sv-prevention-technical-package.pdf

"Changing social norms, including harmful gender norms, is another aspect that cross-cuts many of strategies in this package...Challenging these norms is a key aspect of *Teaching Safe and Healthy Relationship Skills*, *Engaging Influential Adults and Peers*, and *Creating Protective Environments*."

https://www.cdc.gov/violenceprevention/pdf/ipv-technicalpackages.pdf

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Past conferences/resources

SOCIAL NORMS CHANGE

SOCIAL MARKETING

CLEARING UP

Social norms change and social marketing
for sexual and domestic violence prevention

http://www.preventconnect.org/2019/07/clearing-up-social-norms-change-and-social-marketing-for-sexual-and-domestic-violence-prevention/

How are you using social marketing strategies or changing social norms to prevent sexual and intimate partner violence?

Text Chat Question

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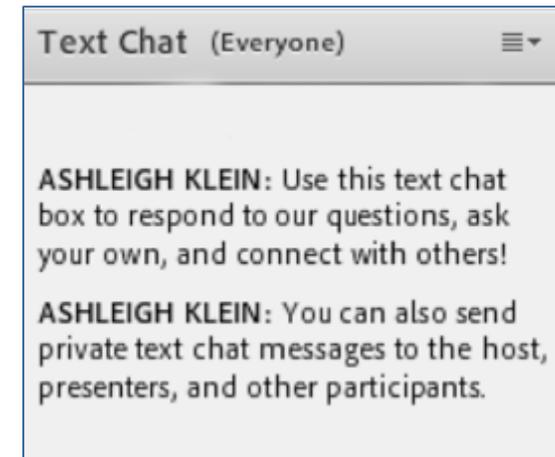
Meet Our Guests

Patrick Cook
Communications Specialist, Violence Prevention Technical Assistance Center (VPTAC)
He/him/his

Maury Nation
Professor of Human and Organizational Development, Vanderbilt University
He/him/his

Sally Laskey
Evaluation Coordinator, National Sexual Violence Resource Center
She/her/hers

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Meet Our Collaborative Partner

Patrick Cook
Communications Specialist,
Violence Prevention Technical Assistance
Center (VPTAC)
He/him/his

Social Norms Change and Social Marketing

Key Concepts and Principles for Evaluating Social Norms Change and Social Marketing Campaigns

Social Norms Change

‣ **Social norms change campaigns** seek to improve the socio-cultural environment (values, attitudes, and beliefs) to counteract factors that:

   ‣ Facilitate violence against women by tacitly excusing or even condoning such behaviors

   ‣ Inhibit individuals and institutions from intervening and from advocating for change.

VetoViolence: https://vetoviolence.cdc.gov/violence-prevention-basics-social-norms-change

Social Marketing

Social marketing campaigns seek "to develop and integrate marketing concepts with other approaches to influence behaviors that benefit individuals and communities for the greater social good."

Consensus Definition, International Social Marketing Association: https://www.i-socialmarketing.org/

Commercial marketing = positive benefit to *company*
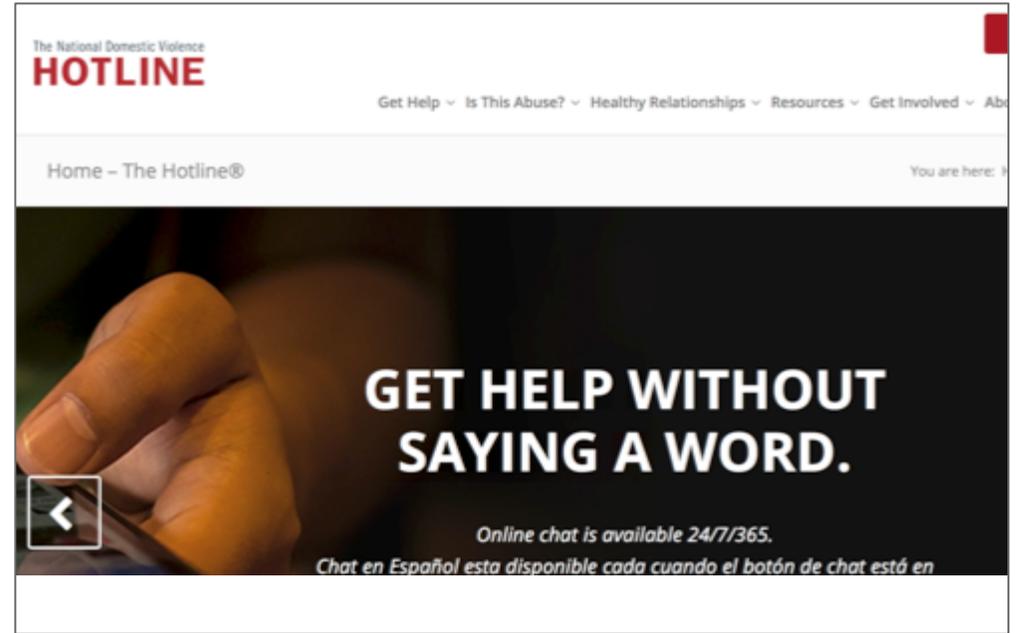

Social marketing = positive benefit to consumer

GET HELP WITHOUT SAYING A WORD.

Online chat is available 24/7/365.
Chat en Español esta disponible cada cuando el botón de chat está en

Social Marketing ≠ Social Media

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Two Theories of Change

Social Norms

Misperceptions of social norms

Use communications to change/correct misperceptions

Changed social norms

Social Marketing

Behavior(s) adversely impacting community

Increase benefits and lower barriers to behavior change through marketing strategies

Changed Behaviors

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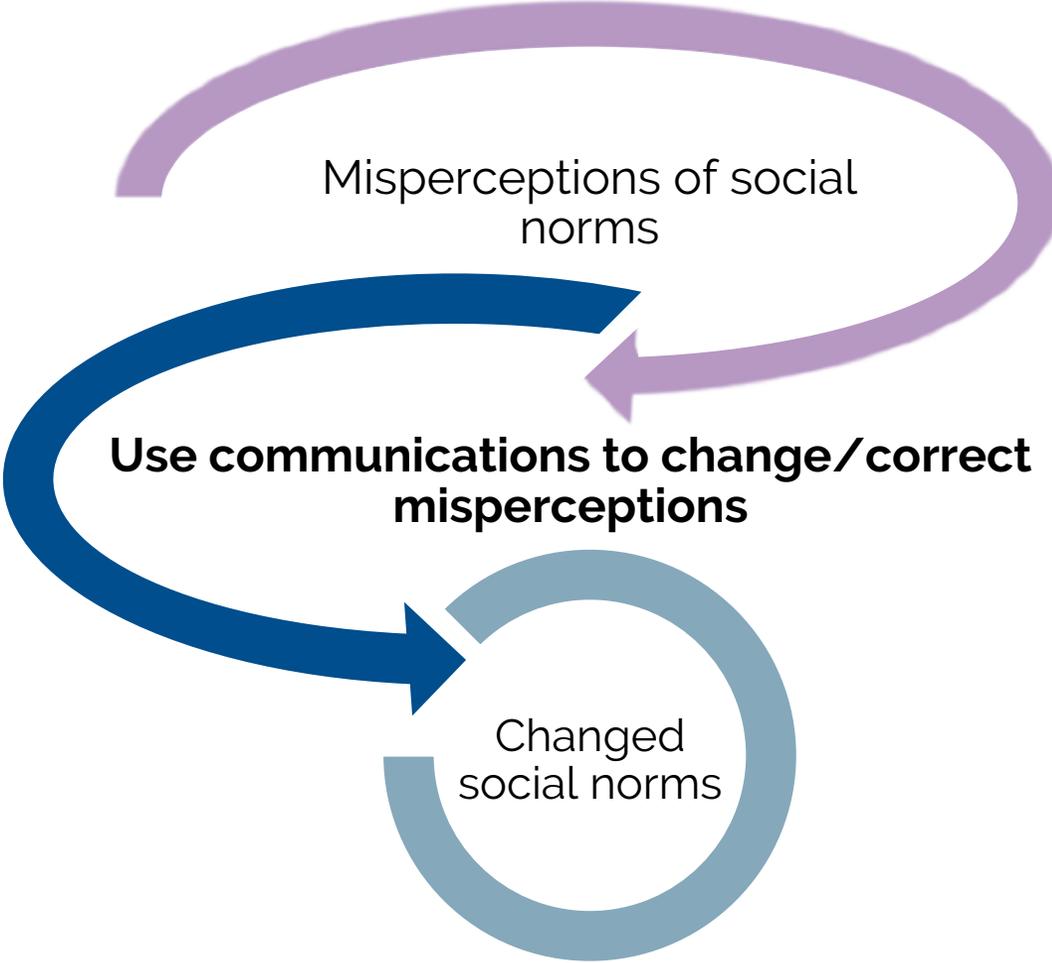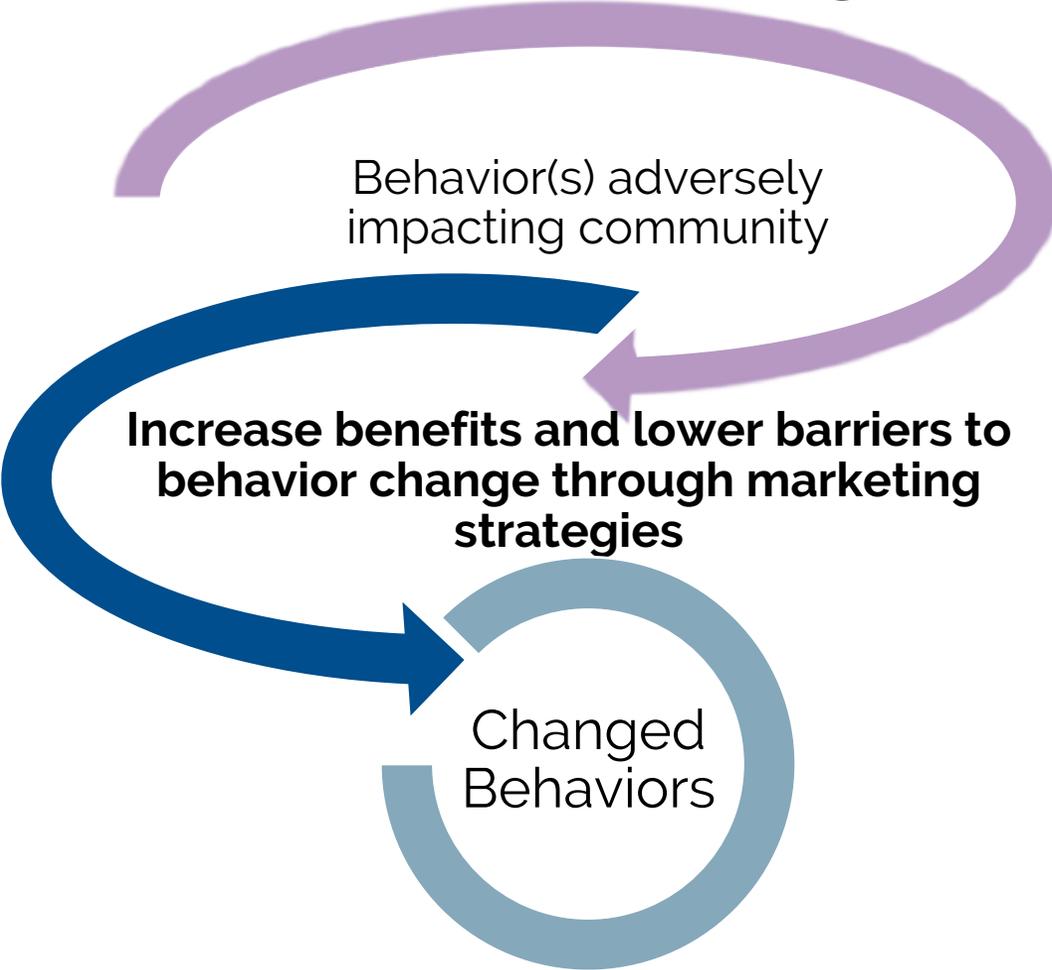
# An effective campaign (that can be evaluated):

✓ Advances your theory of change

✓ Supports your logic model

✓ Connects the campaign to your program goal
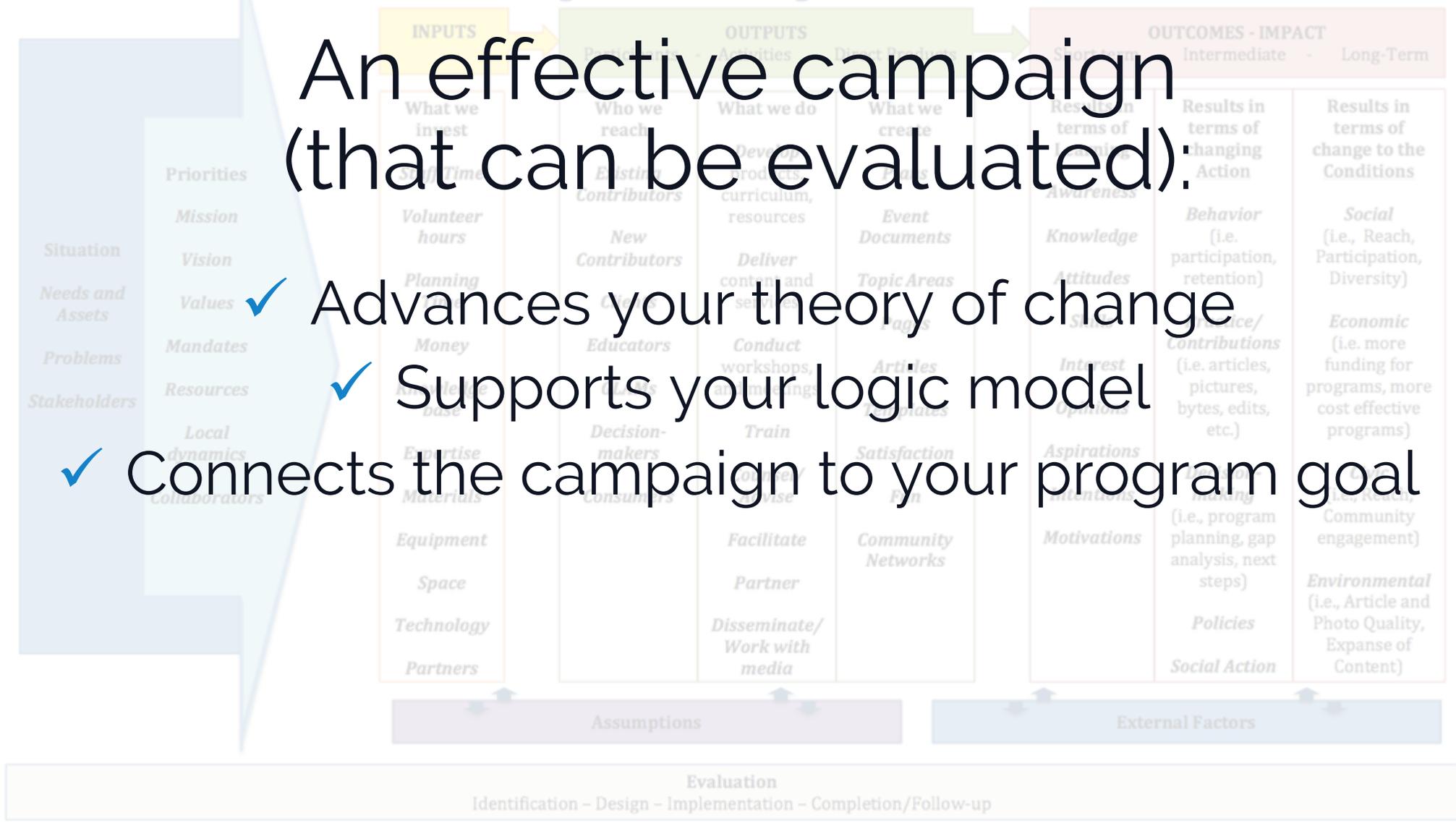
# Who do we want to do what, why, and when?

Effective Evaluation = Clear Fundamentals

S.M.A.R.T. Objectives

Objectives

- Specific
- Measurable
- Attainable
- Realistic
- Time-bound

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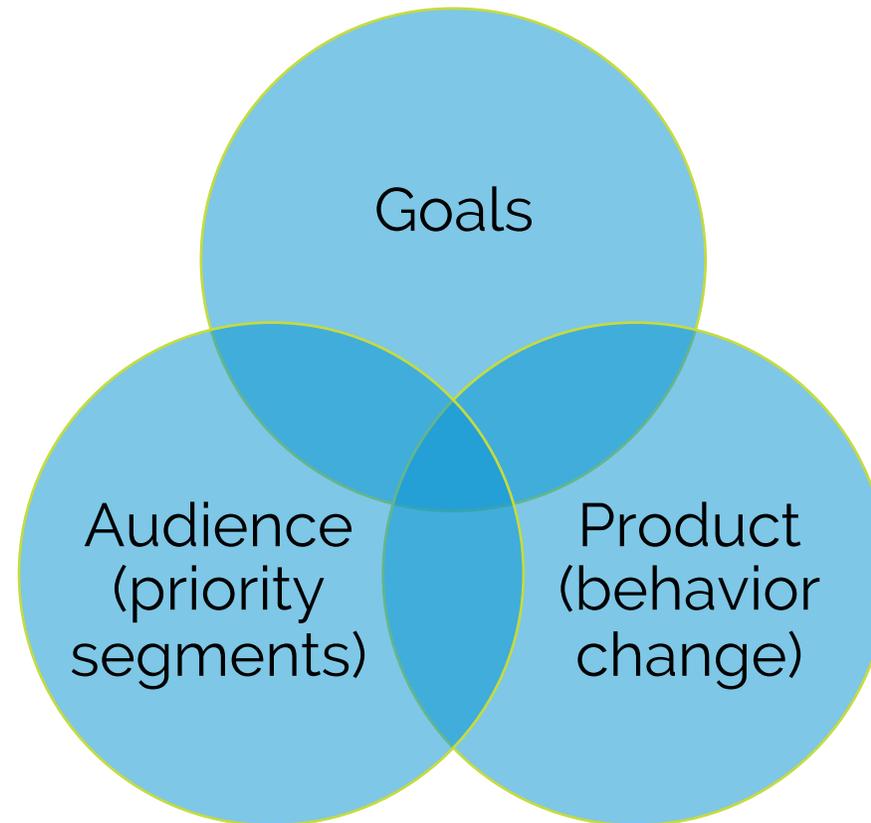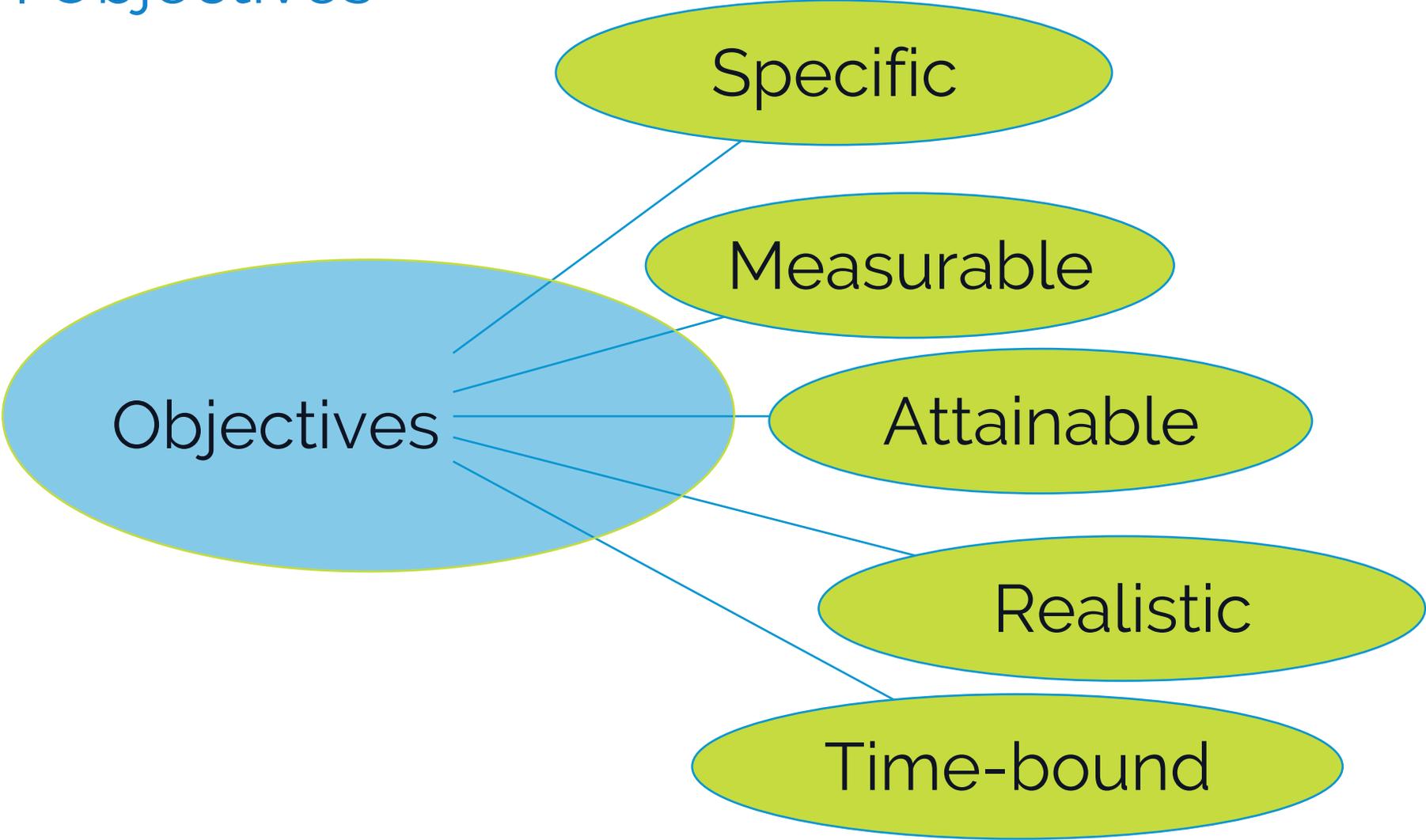
Coaching Boys Into Men *Program* Goal

- ▷ "Increase positive bystander behavior"
- ▷ "Decrease dating violence perpetration"
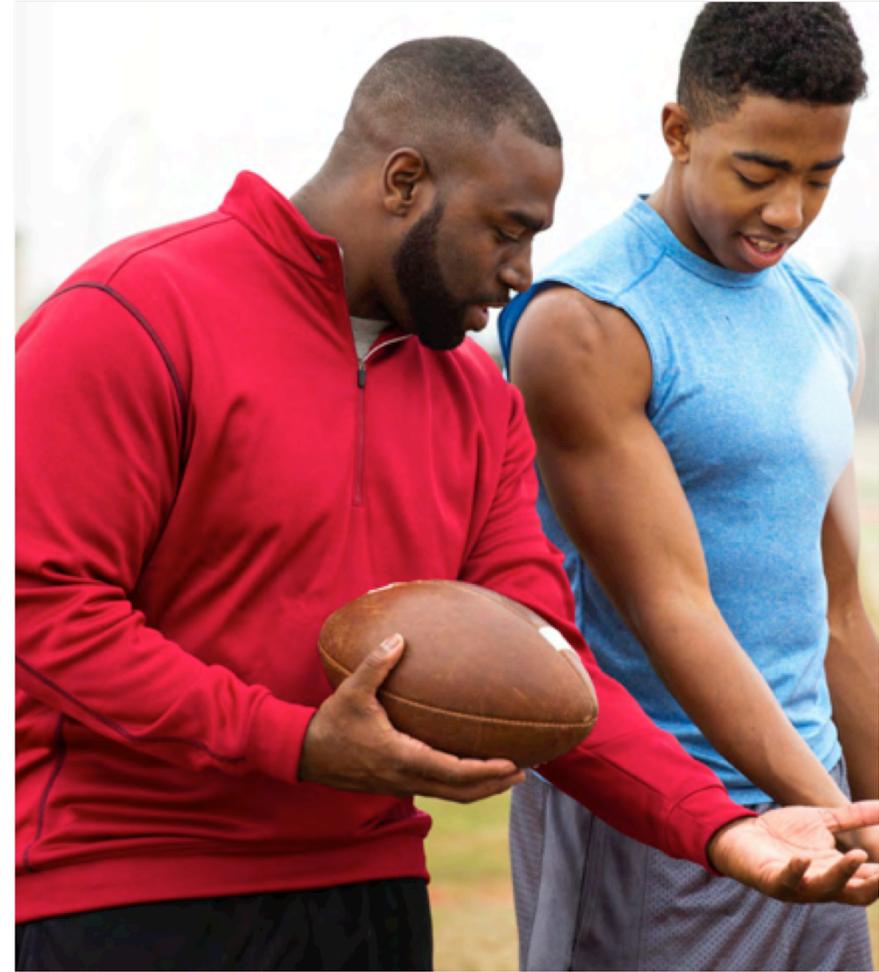
Coaching Boys Into Men *Marketing* Goals

▷ Increase number of young men who say or do something to stop abusive behavior

▷ Increase number of young men who report more positive relationships with their partner
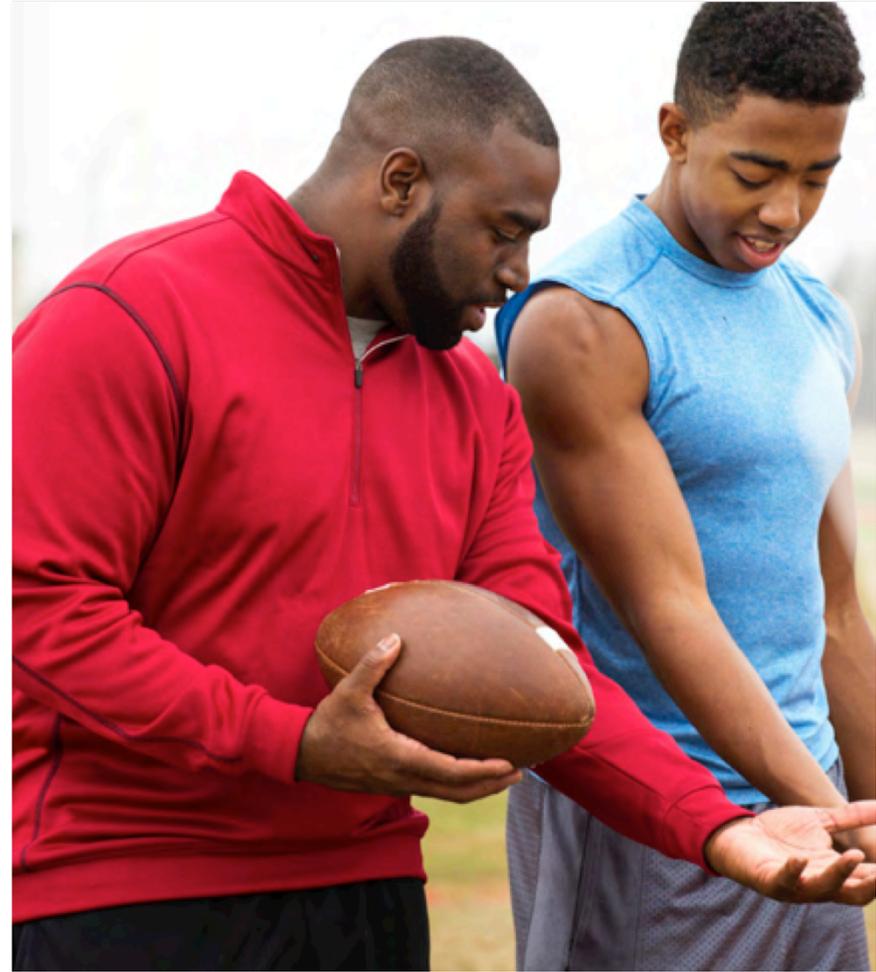
Coaching Boys Into Men Marketing *Objectives*

▷ [**output**] By the end of 2020 school year, increase number of palm cards distributed across the target campuses that outline bystander intervention steps.

▷ [**outcome**] By the end of the 2021 school year, increase the number of positive interventions reported in the school survey.

▷ [**impact**] By the end of the program, decrease the number of violent dating interactions reported to local domestic violence hotline
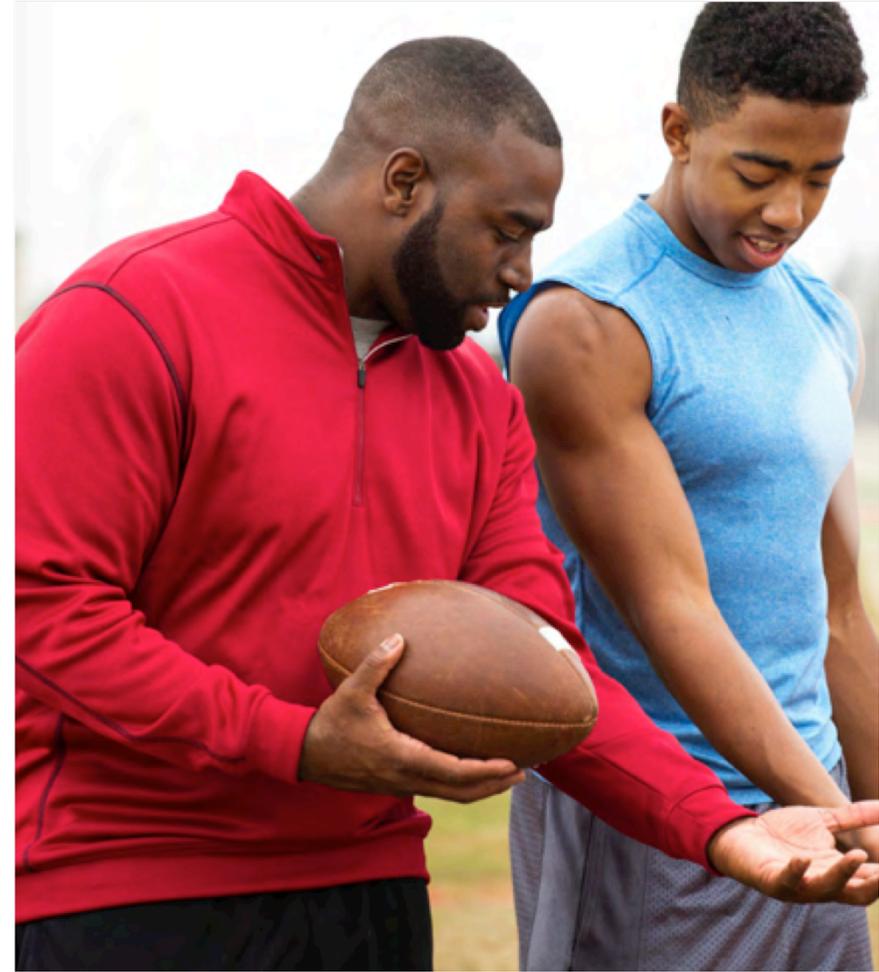
An effective CBIM campaign (that can be evaluated):

✓ Advances your theory of change

✓ Supports your logic model

✓ Connects the campaign to your program goal

Where are you in your evaluation process for your social norms and/or social marketing campaigns?

Text Chat Question

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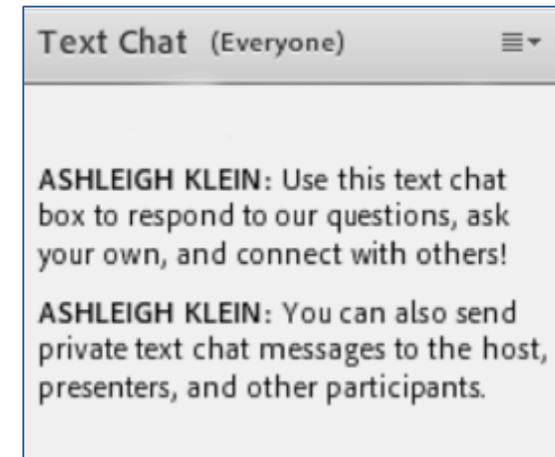
Meet Our Guest

Maury Nation
Professor of Human and Organizational Development,
Vanderbilt University
He/him/his

Acknowledgements

‣ Louisville YVPRC

‣ Colleagues, Partners, and Collaborators:

- ‣ West Louisville
- ‣ East Nashville

‣ Martha O'Bryan Center

‣ Metro Nashville Public Schools

‣ The Youth of East Nashville

‣ The Centers for Disease Control

Summary of Campaign Strategy

YVPRC seeks to influence the social norms of violence among Louisville youth through the implementation of a three-year campaign. Our campaign seeks to cultivate positive racial identity and foster community dialogue around difficult issues such as racial and social justice. In doing so, we hope to raise critical consciousness (and encourage social action) in an effort to promote equitable policies and practices in the community and reduce youth violence.

Youth in Louisville

	Louisville Metro	West Louisville
Poverty (income below poverty level)	15%	39%
Household income (below 25k)	23%	52%
Educational Attainment (bachelor's degree)	32%	8%
Employment Status (unemployed)	6%	19%
Housing Occupancy (vacant)	9%	21%
Housing Tenure (renter occupied)	39%	63%

Youth Aged 10-24 by Ethnicity and Race	Louisville Metro	West Louisville
White	60%	24%
Black	25%	70%
Hispanic	6%	2%
Other	9%	5%

Source: U.S. Census Bureau, 2013-2017 American Community Survey

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Risk Factors for Perpetration of Youth Violence

- **Individual**
  - History of victimization
  - High emotional distress
  - Poor behavioral control
  - Antisocial beliefs/attitudes
  - Exposure to violence
- **Family**
  - Low parental involvement
  - Low parental education/income
  - Parent substance abuse
  - Poor family functioning
  - Lack of supervision
  - Low attachment to parent/caregiver

- **Social**
  - Antisocial norms among peer group
  - Social rejection
  - Gang involvement
  - Lack of involvement in conventional activities
  - Low commitment to school/school failure
- **Community**
 - Diminished economic opportunity
  - High family disruption
  - Concentrated poverty
  - Social disorganization
  - Low community participation

What do we hope to accomplish?

Reduce youth violence by:

‣ Changing social norms

  ‣ Youth Violence

  ‣ Structural Violence (White Supremacy)

‣ Promoting youth development

  ‣ Socio-political development

‣ Promoting community change

  ‣ Civic engagement

Implementation Model

Steering Committee → Guidance, strategy, communication

Research Team → Scientific design, data collection, analysis, dissemination

Campaign Design & Implementation Committee

LYVV Fellows

- Learn history, develop critical consciousness
- Inform campaign content and approach
- Design, test, refine campaign

- Deploy campaign through media
- Implement campaign with partner orgs
- Disseminate campaign message

- Serve as ambassador to peers

- Introduce positive messages & portrayals of Black communities
- Promote & make accurate history accessible
- Engage community members in dialogue re: issues & solutions
- Utilize messaging, history, & dialogue to foster positive racial identity
- Correct misperceptions about violence among youth
- Increase critical consciousness and agency for social change

- Promote positive perception of Black youth in community
- Normalize positive racial identity among Black youth
- Youth adoption of shifting norms to social action instead of interpersonal violence
- Youth exercise agency and engage in social change

Decreased incidence of youth violence in community

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LYVV Fellows:
Louisville Youth Voices against Violence

A two-year, 20 hour/week, paid experience in which fellows:

‣ Complete a curriculum on the history of oppressive systems and social justice

‣ Learn skills to promote personal and community development

‣ Help develop the materials for the violence prevention campaign

‣ Participate in implementing the campaign including developing and maintaining media and social media content

Campaign Outlets

Traditional Media

▷ Billboards

▷ Bus shelters

▷ Newspaper

▷ Radio

▷ Posters

▷ Yard signs

▷ TV

Social Media

▷ Facebook

▷ Twitter

▷ Instagram

▷ Snapchat (filter for events)

▷ YouTube

Campaign Round 1: PRIDE
"Our Power Comes from Our People"
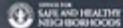
# Campaign Round 2: PEACE

"No justice No Peace"

THERE'S REALLY NO SUCH THING AS THE 'VOICELESS.'

THERE ARE ONLY THE DELIBERATELY SILENCED, OR THE PREFERABLY UNHEARD.

- ARUNDHATI ROY

PRIDEPEACEPREVENTION.ORG

-ING TOGETHER JUSTICE

PRIDEPEACEPREVENTION.ORG

I'M NO LONGER ACCEPTING THE THINGS I CANNOT CHANGE. I'M CHANGING THE THINGS I CANNOT ACCEPT.

- ANGELA DAVIS

PRIDEPEACEPREVENTION.ORG

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Campaign Round 3: PREVENTION

"Lets Get Animated and Make Change"

Campaign Evaluation

‣ Process Evaluation (Reach)

‣ Outcome Evaluation

    ‣ Proximal outcomes

    ‣ Intermediate outcomes

    ‣ Impact outcomes

Campaign Reach: Traditional Media

- TV
  - Broadcast: 94% of target population
  - Cable: 85% of target population
- Radio
  - 45.9% of the target population
- Pandora
  - 900,182 Impression
- Outdoor
  - 7 Billboards
  - 13 Bus Shelters

Campaign Reach: Social Media

‣ Facebook
  ‣ 1273 Post reactions
  ‣ 538 Shares
‣ Instagram
  ‣ 1,110, 623 Impressions
  ‣ 224,506 completed views
‣ Youtube
  ‣ 41,667 completed views

Media	WL	LM
Billboard	60.8%	39.3%
Bus shelter	40.2%	24.6%
TV ad	54.3%	39.9%
Radio ad	42.2%	26.8%
Newspaper ad	35.2%	21.3%
Social media	59.8%	44.2%
Middle school	66.3%	48.2%
Event	45.7%	27.6%
Other (MS)	49.4%	31.3%
ANY EXPOSURE	85.4%	70.6%

YVPRC = PRIDE, PEACE, PREVENTION

Outcomes Data

Qualitative
▷ Focus groups (2016, 2017): 9
▷ Youth Interviews: 80 (2018)

Quantitative
▷ Surveys:
  ▷ n = 2,287 (2018)

Administrative
▷ Violent Crime
  ▷ Police
  ▷ Gun violence archive
▷ ER data
▷ JCPS suspension data

Policy/Practice Surveillance

▷ Topics in Survey:
  ▷ Perception of their community
  ▷ Social support & Resilience
  ▷ Civic engagement
  ▷ Peer antisocial behavior
  ▷ Social norms
    ▷ Descriptive
    ▷ Injunctive
  ▷ Exposure to violence
  ▷ Engagement in violent behavior
  ▷ Attitudes toward violence
  ▷ Socio-political control
    ▷ Beliefs about Black people
    ▷ Discrimination
    ▷ Causes of poverty
  ▷ Racial/Cultural identity
  ▷ Campaign Exposure

What are the indicators of change?

‣ Proximal Indicators
  ‣ Understanding/critiquing perceived norms
  ‣ Positive racial/ethnic identity
  ‣ Awareness of structural violence
  ‣ Increased civic engagement (knowledge)
‣ Intermediate Indicators
  ‣ Development of critical consciousness
  ‣ Changes in perceptions of neighborhood and violence
  ‣ Increased civic engagement (efficacy and participation)
‣ Impact Indicators
  ‣ Reductions in self-reported violent behavior
  ‣ Reductions in administrative violence indicators
  ‣ Changes in policy/practices related youth and community violence
  ‣ Changes in narratives related to Black youth and West Louisville

Something we have in common.

- Fighting usually causes more problems than it solves
  - (76.8%)
- Fighting is just wrong; it's a bad thing to do
  - (56.6%)
- Fighting mostly just leads to more fighting
  - (72.3%)
- Most of the things people fight over aren't worth fighting about
  - (73.6%)
- There are better ways to solve most problems than by fighting
  - (78.6%)

But our experiences are different...

|	West Louisville	Louisville Metro
It's ok to fight someone if they make you mad	43.4%	29.6%
It's ok to fight someone if they spread a rumor about you	40.5%	27.7%
If you don't fight some people, they'll just keep messing with you	67.2%	51.2%
If you don't fight someone who picks on you, others will never let you hear the end of it	61.0%	44.4%
If someone pushes you, you should push them back	66.3%	46.9%
If you don't fight when someone messes with you, other people will pick on you	61.2%	44.8%

Differences reported are statistically significant

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How are you measuring the impact of your social norms and/or social marketing campaigns?

Text Chat Question

Use the Text Chat feature to answer the question.
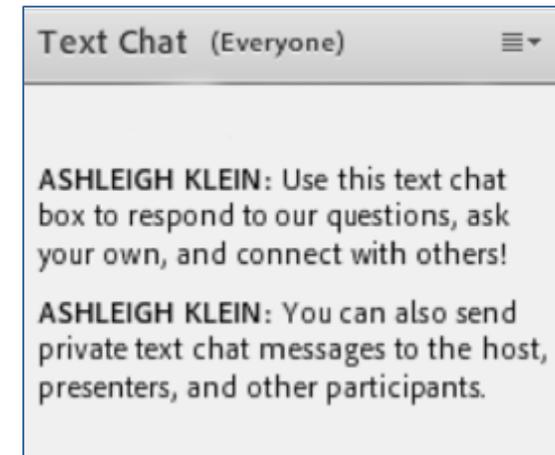
Impact of Campaign Exposure

Hope
- Campaign messaging makes participants hopeful.

Describing Structural Violence
- Participants include descriptions of structural violence more often.

How Do We Fix It?
- Participants want to know how to influence and dismantle systems of structural violence.

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Family Dollar Liquor License Protest
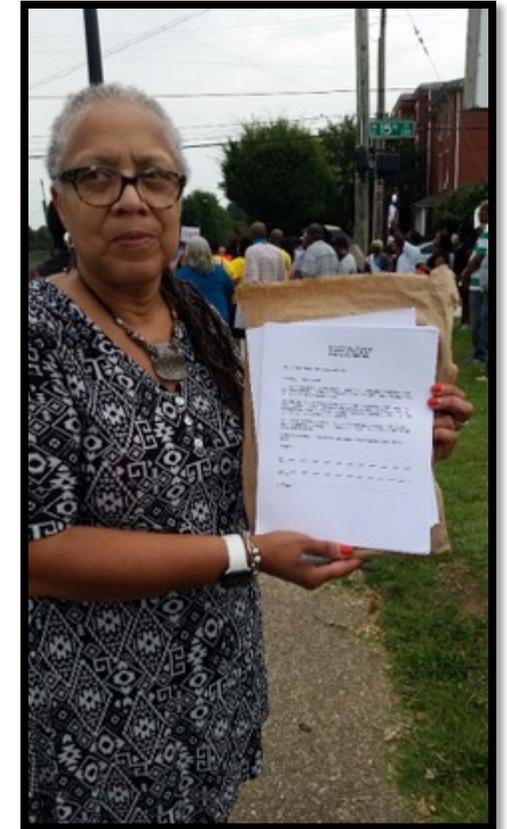
What We Have Learned

‣ The campaign has had high exposure among youth in West Louisville

‣ There are few differences between West Louisville and other youth in relation to attitudes, beliefs, and norms related to violence

    ‣ Negative attitudes towards violence

    ‣ Violence as a means of survival

‣ West Louisville youths are exposed to much higher levels of interpersonal and structural violence

‣ Sociopolitical awareness is associated with lower levels of risky behaviors, and greater resilience

Please visit pridepeaceprevention.org
Connect with us on social media! #yvprc @yvprc

Meet Our Collaborative Partner

Sally Laskey
Evaluation Coordinator,
National Sexual Violence Resource Center
She/her/hers

What are we learning?

Clearly identifying the intended audience is key

Need for community-level data

What are we learning?

Keep messages simple

Keep messages positive
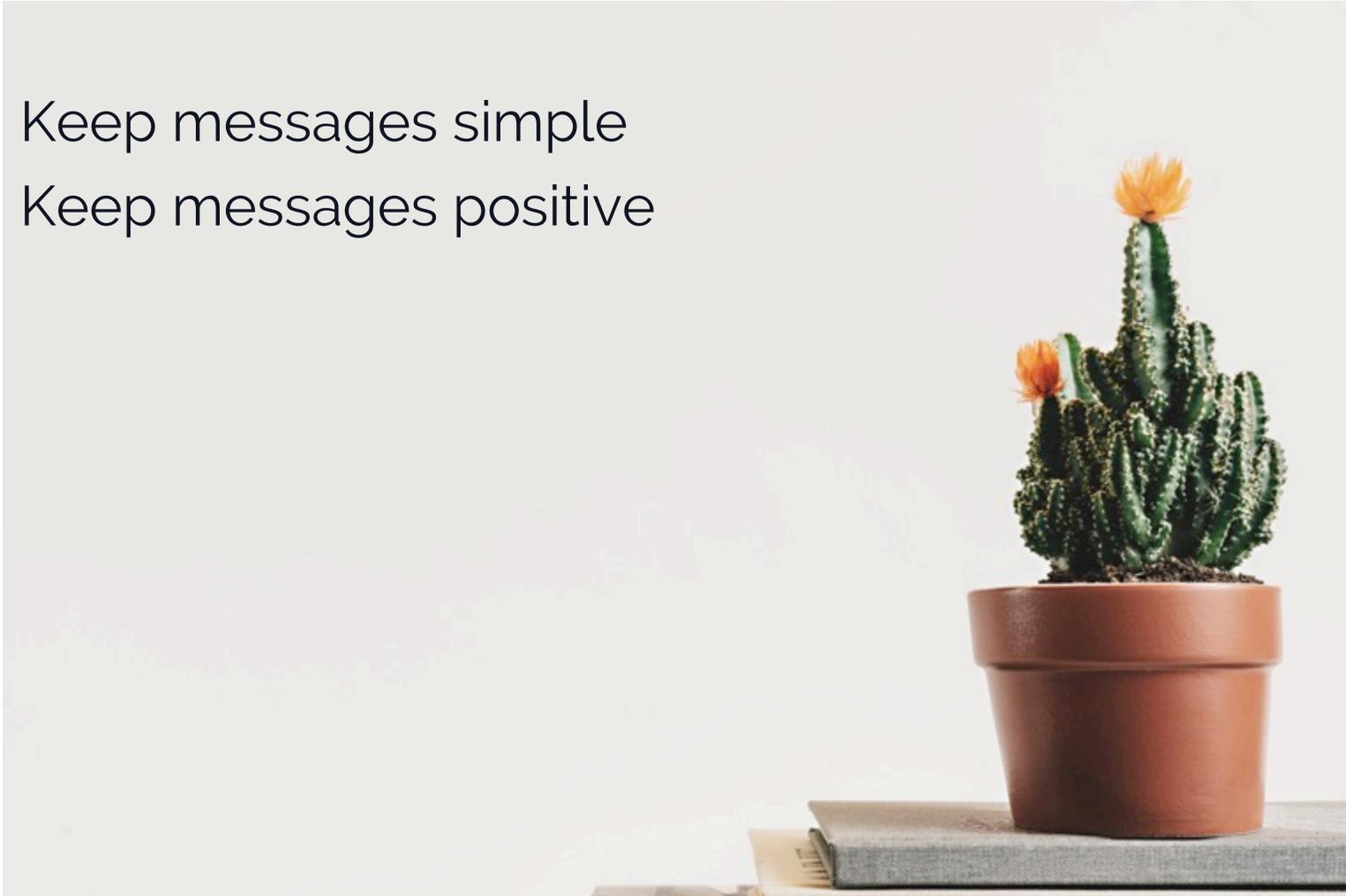
Examples from sexual and intimate partner violence field

Know Your Power Bystander Social Marketing Campaign
https://www.unh.edu/research/prevention-innovations-research-center/know-your-powerr-bystander-social-marketing-campaign

Evaluation Methods
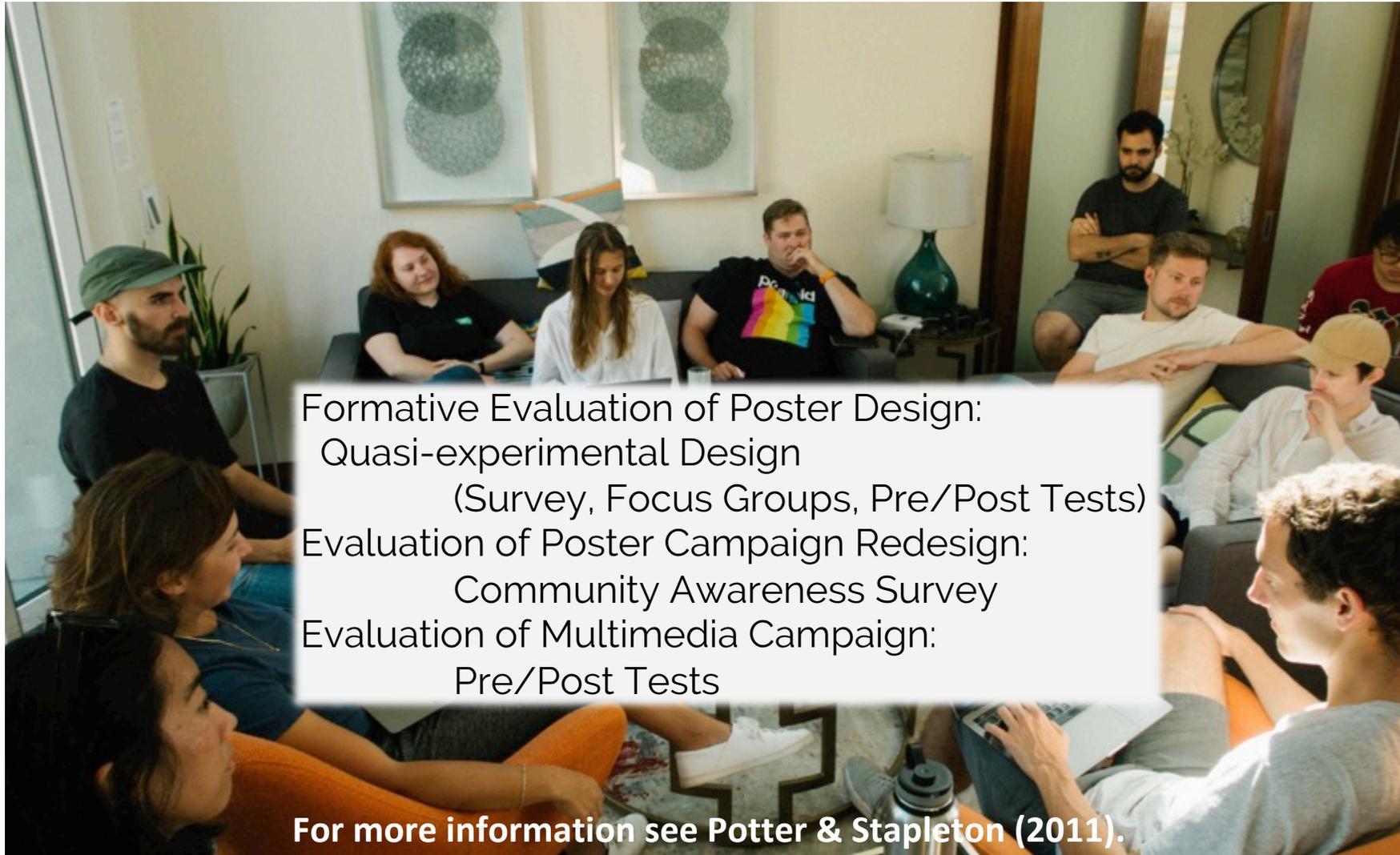
Formative Evaluation of Poster Design:
Quasi-experimental Design
(Survey, Focus Groups, Pre/Post Tests)
Evaluation of Poster Campaign Redesign:
Community Awareness Survey
Evaluation of Multimedia Campaign:
Pre/Post Tests

**For more information see Potter & Stapleton (2011).**

Evaluation Measures

Banyard, Eckstein, & Moynihan (2010)

Item Descriptions for Readiness-to-Change Scale

Item Number	Item Description
1	I don't think sexual assault is a big problem on campus.
2	I don't think there is much I can do about sexual assault on campus.
3	There isn't much need for me to think about sexual assault on campus, that's the job of the crisis center.
4	Sometimes I think I should learn more about sexual assault but I haven't done so yet.
5	I think I can do something about sexual assault and am planning to find out what I can do about the problem.
6	I am planning to learn more about the problem of sexual assault on campus.
7	I have recently attended a program about sexual assault.
8	I am actively involved in projects to deal with sexual assault on campus.
9	I have recently taken part in activities or volunteered my time on projects focused on ending sexual assault on campus.

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Middle School Community-Level Evaluation
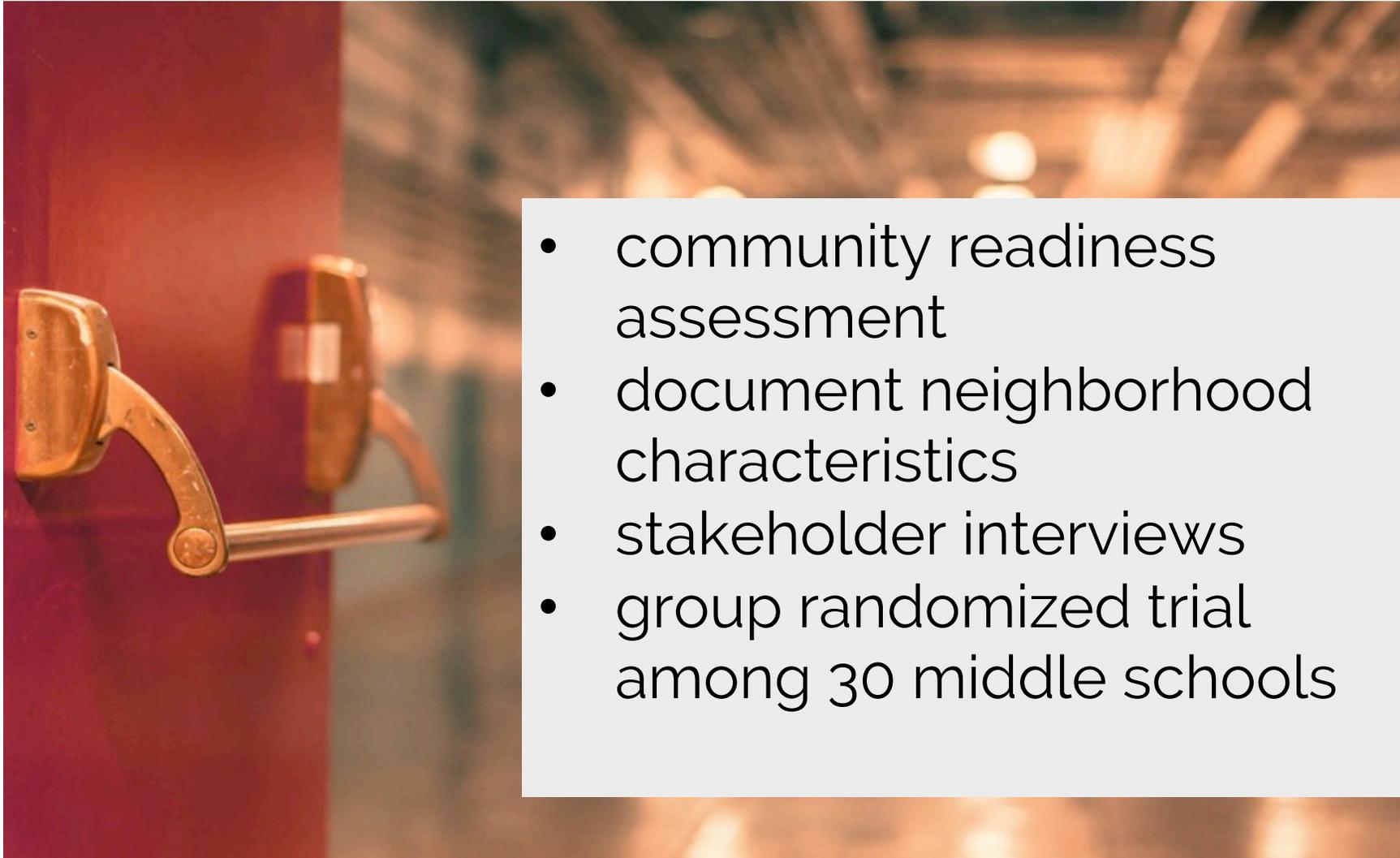
- community readiness assessment
- document neighborhood characteristics
- stakeholder interviews
- group randomized trial among 30 middle schools

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Importance of using evaluation during implementation

Building block for a strong evaluation

Use evaluation through lifecycle of process

Create a logic model (socialnorms.org)

Understand your target audience/participatory evaluatio

Understand your intent in using social norms

(e.g., raise awareness,

challenge misperceptions,

inspire action, etc.)

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Building block for a strong evaluation

Match measures to your intent

If goal is community-level change - connect the program/campaign to environmental changes that support the change you are looking for, such as a policy change.
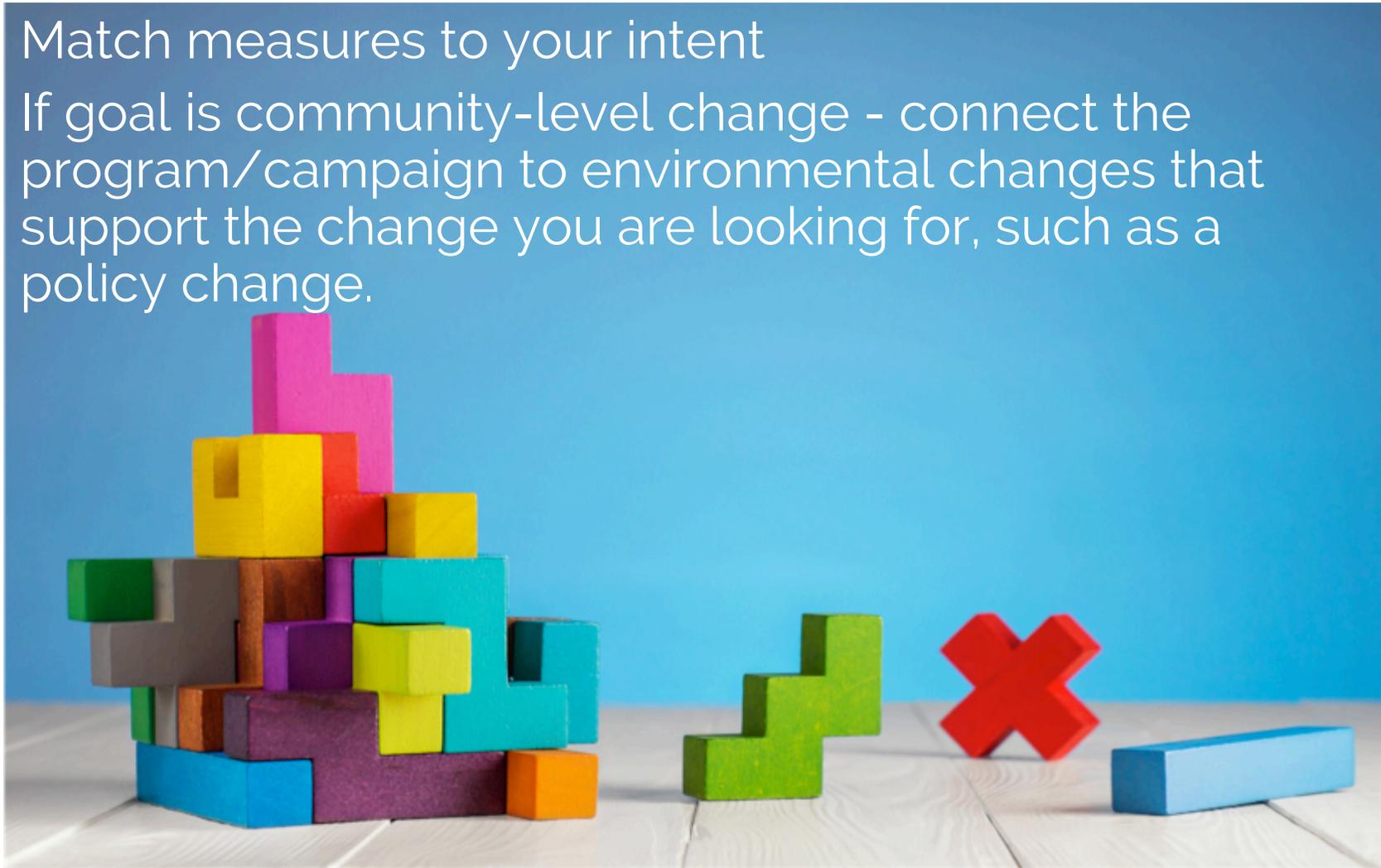
Building block for a strong evaluation

Seek out partners

Reach out to NSVRC prevention@nsvrc.org

How will you strengthen your evaluation of social norms change and/or social marketing campaigns?

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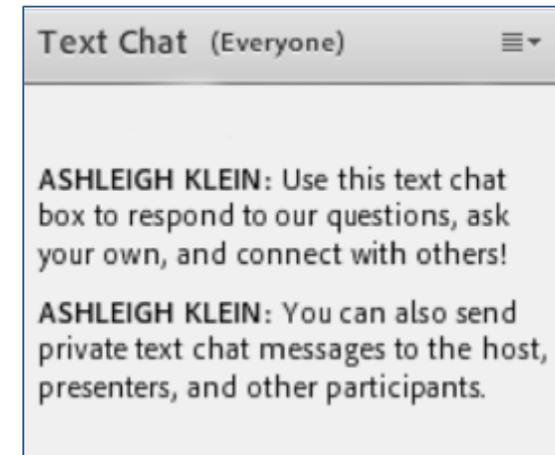
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