



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

Thursday January 23, 2020

11 AM-12:30 PM PT/2 PM-3:30 PM ET

TV: Hello everyone! We will get started right at the top of the hour.

AKJ: You can download the PowerPoint slides for this session here: <http://www.preventconnect.org/wp-content/uploads/2019/12/Evaluating-Social-Norms-and-Social-Marketing-slides.pdf>.

AKJ: For audio over the phone, please call 866-866-2244, passcode 9053509#.

DY: I would highly encourage those doing BIP to find & watch/listen to the webinar from yesterday. It had really important things to say about BIP.

AKJ: STOP SV technical package: <https://www.cdc.gov/violenceprevention/pdf/sv-prevention-technical-package.pdf>.

AKJ: Preventing IPV technical package: <https://www.cdc.gov/violenceprevention/pdf/ipv-technicalpackages.pdf>.

AKJ: 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/>.

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

AR: implementing violence free workplace initiatives.

SDG: I am attempting to develop a social marketing campaign now.

PS: Greening efforts to promote social connectedness and cohesion.

JJ: sharing social norms about preference for sober sex, perceptions of preference for sober sex, and self-reported frequency of sober (vs. intoxicated) sex.

AH: Want to start introducing social marketing targeting creating protective environments to elevate our prevention efforts to the community-level.

LB: working on a curriculum for boys and framing this as a men's issue.

DD: I really try to start conversations with youth in schools about diversity, gender norms, stereotypes, etc. to open their minds to how our social norms can really shape our views on relationships and lead to dv/sv.

JRD: Creating a campaign video for April's Sexual Assault Awareness Month, holding workshops with our clients to gain their feedback to create an audiovisual campaign video.

JoC: Interested in evaluating college campuses' social marketing around prevention efforts.

DY: OOOH, sober sex, love it.

JS: We are also in the process of developing a social marketing campaign, focused on changing social norms by breaking gender/ relationship stereotypes.

MSB: bystander social norm campaigns.

PR: Build on our work on CBIM to work in schools and larger community to decrease acceptance of DV and TDV..

CK: We have made a couple of YouTube videos to create more awareness.

LC: We launched an Engaging Men as role models and leaders in preventing domestic and sexual violence campaign with billboards, radio ad, posters, Johnny ads, tabling items, etc.

SS: We share info graphics, videos and meme messaging by others on Twitter, Instagram and Facebook. We make our own videos and we maintain a pro-social bathroom newsletters --- we are focusing heavily on consent, good relationships and

LG: Bystander Intervention to create a safe college experience for all

BT: Working with local advertisement agencies to develop a social media campaigns

LB: Boys and Sex by Peggy Orenstein - great resource that touches on boys, sober sex, intimacy, etc. etc.

EH :Implementing CDC's STOP SV Technical Package. Focusing on O and P Opportunities for women and girls and identifying protective factors.

ET: We have student-led campaigns in high schools to change norms around sexual and dating violence for youth

PZ: We are just beginning a new project in a middle and high school where the girls we work with will collaborate with local artists to create music videos, white board animation videos and poster campaigns, and active bystander intervention training. The videos and posters will be seen school-wide via in-school media and on our website and social media outlets. The active bystander intervention training will be one-day trainings in different ethnic and non-English communities, as well as with the girls.

AK: Cindy would love to see your videos. & Laura yes-great resource our office just got that book!

AKJ: Past web conf: 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/>

TV: @Pamela, that project sounds SO COOL! I would love to hear more from you as you implement and evaluate it :)

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

PZ: Tori, we will post them on our website later in the year as they are produced. Our website is www.womenofwise.org.

TV: Thanks, Pamela! I'll stay tuned

PC: Working with The Montana Institute (Jeff Linkenbach/Dr. Bob Sege) to address Positive Community Norms (PCN) to reduce child maltreatment in Missouri>PCN Training Institute, Surveys, Analysis, Communications Campaign.

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

KR: This center notes in the 3rd FAQ that one can fuse those theories of change, applying social marketing approaches/strategies to the goal of changing social norms: <https://socialnorms.org/faqs/> Curious of Patrick's thoughts on how they've framed that

DS: The two theories of change model is helpful; i am thinking that there is a connection in that the changed behavior might have to do with individual level change that supports positive social norms or interrupts adverse social norms?

AKJ: Coaching Boys Into Men: <http://www.coachescorner.org/>

JJ: Please careful with this "impact" goal-- a decrease in calls may not reflect a decrease in the number of violent dating interactions, but may reflect an increase in barriers for calling for help

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

MSB: Planning phase/tool development

AB: : It's something we've thought about, but haven't come up with a plan to do.

LC: Understanding Google analytics

JJ: Measuring self-reported changes in attitudes, perceptions, and behaviors at 2-3 year intervals

BH: Early stages. This webinar is my first step to understanding more these concepts

SS: We have a campus climate survey headed to IRB so we can administer a pre/post measurement over the next two years ---

PR: We have a plan. However the Social Marketing Campaign is simultaneously in development so the eval plan will need to adjust as the SMC is finalized.

ET: Also in the planning phase, trying to find good measures

PZ: We are just starting to talk about the evaluation of the project. We are at the very beginning of the project, currently in the hiring process.

JoC: Just starting to plan.

TV: @Jennifer, so true. It's important to remember those barriers and find other ways to measure impact, too, and how to decrease barriers to seeking services.

R: Just starting to plan as well.

JS: Just starting to think about evaluation of social norms as we still plan implementation.

AKJ: To get a better look at the slides, you can download them here: <http://www.preventconnect.org/wp-content/uploads/2019/12/Evaluating-Social-Norms-and-Social-Marketing-slides.pdf>

MSB: Are the LYVV Fellows also involved in the evaluation?

TV: @Melissa, I'll ask him!

MSB: Thank you!

DD: twitter and Instagram is definitely the top two in my area.

AKJ: Here are links to the videos

AR: TikTok is up and coming!

AKJ: Campaign Round 1 PRIDE
Videos: <https://www.youtube.com/watch?v=AOTbYWO2JjE&list=PLoSJuPOg2XJvv-hFBpGKYsV5iR91uW-JI&index=2>

AKJ: <https://www.youtube.com/watch?v=6KYLrpbFjKU>

AKJ: https://www.youtube.com/watch?v=WQQ_6asmnS4

AKJ: https://www.youtube.com/watch?v=IOr_CgUFRSE

AKJ: Campaign Round 2 PEACE Videos: <https://www.youtube.com/watch?v=CeWCEZKXMEU>

AKJ: <https://www.youtube.com/watch?v=kNg9tkG6MDw>

AKJ: <https://www.youtube.com/watch?v=80Vz0liD2Z4>

SW: @Andrea Raygor Tik Tok is definitely up and coming. Truth has been using it for their tobacco cessation (e-cigarette) campaign #DITCHJUUL I believe it is

AW: Any concerns about security on TikTok though?

DS: Thank you for sharing, this looks really great! Looking forward to learning more about it - we will look at your websites!

SW: @Ashleigh Klein Thanks for the video links!

AKJ: @Sierra you got it! :)

TV: I love that! They're local leaders

DR: Will this presentation be available after? Power-point presentation.

AKJ: @Diana yes. We will send a link to the recording in the coming days.

AKJ: You can download the PowerPoint slides for this session here: <http://www.preventconnect.org/wp-content/uploads/2019/12/Evaluating-Social-Norms-and-Social-Marketing-slides.pdf>

SW: Thanks for asking @Diana! Looking forward to the recording

PR: How did you collect data on the policy and perceptions items?

PR: yes

DS: Was someone review in news - newspaper, TV, radio narratives?

DS: Do you have specific things you are measuring for each indicator - ie what did you use to measure civic engagement?

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

MSB: Are you willing to share your focus group and/or interview guides or surveys?

DS: Yes please!!

AKJ: We will include that information in our follow up resources to you all via email.

SW: From my internship, we were thinking of measuring student perceptions and experiences from annual Campus climate survey at the end of the academic year

SL: We have been talking with a lot of folks about use existing or expanding campus climate surveys!

MSB: We plan to use focus groups on the community college campus where the bystander social norms campaign will be implemented

SL: So glad you are sharing this example, Maury. Thought I would share our research translation on alcohol density policy work. Alcohol Density Policy Approaches <https://www.nsvrc.org/publications/nsvrc-publications-research-briefs/key-findings-exploring-alcohol-policy-approaches>

TV: Thanks for sharing, Sally! A great connection to shared risk and protective factors between youth violence and SV/IPV

SL: Thank you, Maury! Wow!

AKJ: <https://pridepeaceprevention.org/>

AKJ: For help with effective messaging: Moving toward prevention: A guide for reframing sexual violence (NSVRC) <https://www.nsvrc.org/moving-toward-prevention-guide-reframing-sexual-violence>

AKJ: Prevention Innovations Website information on Know Your Power Campaign <https://www.unh.edu/research/prevention-innovations-research-center/know-your-power-bystander-social-marketing-campaign>

AKJ: For overview of evaluations of Know Your Power Campaign: Potter, S. J., & Stapleton, J. G. (2011). Bringing in the Target Audience in Bystander Social Marketing Materials for Communities: Suggestions for Practitioners. *Violence Against Women*, 17(6), 797–812. <https://doi.org/10.1177/1077801211410364>

AKJ: Additionally, Sharyn J. Potter PhD, MPH (2012) Using a Multimedia Social Marketing Campaign to Increase Active Bystanders on the College Campus, *Journal of American College Health*, 60:4, 282-295, DOI: 10.1080/07448481.2011.599350

PZ: Should I be seeing any other slides on this point other than the one slide Evaluation Methods?

TV: That's the slide we're seeing!

PZ: Yes, it is the only one since she started talking, so I was wondering if there were technical difficulties and I should have been seeing more slides.

TV: I think, for once, this isn't a tech issue :)

PZ: Okay. Thank you.

SW: Love the theoretical base for the items!

LB: Will we be able to listen to this again? Will we have access to a link to it - for things we may want to re-visit?

TV: Check out the slides to see the building blocks for a strong evaluation: <http://www.preventconnect.org/wp-content/uploads/2019/12/Evaluating-Social-Norms-and-Social-Marketing-slides.pdf>

AKJ: @Laura yes we will send an email to everyone when the recording is available - some time next week most likely!

JN: That would be great! Thank you Ashleigh

PR: What is the timeline for releasing the middle school study?

PR: Any tools you can share on this? I know you will wait for actual findings.

AKJ: Thank you everyone! We will get you resources and the recording soon!

SL: The study results will likely be released this spring/summer. We hope to have some initial data available through a blog post this spring!

PC: thanks all!

SW: Thank you both and the wonderful guests!

SL: Thank you all!

TAI: Thank you for the great information

JN: Thank you all@

MQ: Thanks a lot !

MSB: Thank you!

GM: Thank you! This was great information and ideas!

AKJ: Have a good one, friends!