

**Creating Awareness
And
Raising Consciousness
About
Domestic Violence
In Latino Communities**

**National Latino Alliance
for the Elimination of Domestic Violence**



**Alianza Latina Nacional
Para Erradicar la Violencia Doméstica**



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2004

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We also want to thank the women, men, and youth who shared their time and voices with us and the organizations that provided their space free of charge for various components of the Project. Special thanks go to Lifetime Television for their invaluable support.

This report is dedicated to Sandra Camacho who was one of the original members of the CE&D Committee and a major inspiration and guiding force for the project.

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The contents of this booklet may be reprinted with the following acknowledgement:

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The National Latino Alliance for the Elimination of Domestic Violence (Alianza) is part of a national effort to address the domestic violence needs and concerns of under-served populations. It represents a growing network of Latina and Latino advocates, practitioners, researchers, community activists, and survivors of domestic violence. Alianza's mission is to: *promote understanding, initiate and sustain dialogue, and generate solutions that move toward the elimination of domestic violence affecting Latino communities, with an understanding of the sacredness of all relations and communities.*

Alianza is the first national organization to focus on domestic violence issues and concerns of Latino communities in the United States. It is dedicated to creating culturally relevant and responsive strategies and programs to help eliminate domestic violence in Latino communities.



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Need to Raise Awareness About Domestic Violence in Latino Communities

There are close to 39 million Latinos living in the United States. They now represent the single largest ethnic group in the country, accounting for 13.4% of the total U.S. population. It is estimated that by 2050, Latinos will make up 25 percent of the total U.S. population.

Despite this impending shift in the racial and ethnic composition of the country, there is still the tendency to ignore the increasing complexity of diversity issues and to limit the research, data collection, and societal attention given to diverse ethnic groups.

Notwithstanding the lack of specific breakdown of statistics and data by ethnicity, we have come to recognize that domestic violence is as widespread a problem among Latinos/as as it is in other populations.

It is an epidemic that is tearing our families and communities apart—leaving in its path broken hearts, broken bones, broken homes, and broken lives.

Latino communities face an array of cultural, linguistic, and systemic barriers that have made it difficult to effectively address and eliminate domestic violence. One fundamental barrier is the continuing lack of awareness among large segments of our communities about its prevalence, nature, and impact.

Most public awareness campaigns and related materials do not focus on the needs of Latino communities, let alone respond to the great diversity that exists among Latino cultures in different regions of the country.

The lack of adequate outreach, and of culturally and linguistically appropriate information and materials, has prevented survivors from finding out about their rights and options, and about available services. It has prevented batterers from learning that help is also available for them. And it has prevented the general population from learning what they can do to help put an end to this pervasive problem.

Since Alianza established a website and toll-free telephone line in August 1999, it has received scores of requests for Spanish-language materials from individuals and organizations around the country interested in better serving Latino families affected by domestic violence. A primary request has been for community outreach materials, including brochures, posters, palm cards and fliers.

Focus groups and surveys conducted by Alianza have shed further light on the widespread need for information and materials.

*Domestic Violence
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What Is Alianza Trying to Achieve?

Cognizant of the severity of the problem and the barriers confronting Latino families, Alianza is working to develop a comprehensive and coordinated response to domestic violence that involves multiple sectors of our communities—domestic violence survivors, their friends and families, educators, policymakers, the media, spiritual leaders, business leaders, members of the health care and civil and criminal justice systems, among others.

Raising awareness in our communities is an important first step in this critical effort to end domestic violence.

How Will Alianza Raise Public Awareness?

Alianza will accomplish this through a bilingual **Public Awareness Campaign** that emphasizes culturally relevant prevention and early intervention messages, and that promotes asset-based approaches for working with Latinas and Latinos. In 2001, Alianza created a Community Education and Development (CE&D) Committee to help plan and organize the Public Awareness Campaign.

The CE&D Committee included two members of Alianza's Board of Directors, Alianza's Executive Director, and representatives from various agencies, corporation, and organizations from around the country, both within and outside the domestic violence field (see Appendix A: CE&D Committee).

This report summarizes the goals, objectives and components of the Campaign and the process undertaken by Alianza to develop and implement it.

Campaign Goals and Objectives

There are three desired outcomes of the Public Awareness Campaign:

- ◆ **Raise the Level of Awareness/Consciousness.** Raise awareness about domestic violence in Latino communities: its existence, prevalence, nature, and its damaging effects, and provide information about individual rights, available options, resources, and services.
- ◆ **Create an Attitude Shift.** Generate community concern about the issue and resolve to not accept it. Get people to think about domestic violence in a new way: It's not normal; it's inherently wrong. It's not how people should treat one another. It's not love, it's not respect, and it's not healthy.
- ◆ **Create Behavioral Change.** Motivate targeted communities to do something about it: Call for information; get personal help; help a friend, a relative, or co-worker; discuss the issue at home, school, work, church, and within other community venues.



Campaign Components:

Ideally the campaign would include the following components:

- ◆ **Television:** a mix of 60 second, 30 second, and 15 second commercials or Public Service Announcements (PSAs)
- ◆ **Radio:** a mix of 60 and 30 second PSAs; appearance on talk shows
- ◆ **Print:** posters, newspaper and magazine ads
- ◆ **Outdoor:** billboards, bus-sides, bus shelters, subway trains
- ◆ **Informational Kit:** domestic violence fact sheets; brochures; listings of key bilingual programs/services, hotline numbers, and websites that will be distributed through partnerships with community-based organizations, businesses, schools, places of worship, and other agencies and institutions
- ◆ **Speakers Bureau:** diverse speakers who will make presentations at local, regional and national forums; schools; universities; and other venues; as well as on radio and television talk shows

Developing the Campaign

The Campaign was designed to be developed in four phases:

- ◆ **Research Phase**—conduct focus groups/community assessments; analyze findings; develop Creative Brief (blue print that defines elements of campaign production and execution)
- ◆ **Production Phase**—develop message(s) and produce materials
- ◆ **Secure partnerships**—with media outlets, domestic violence agencies, other community-based organizations
- ◆ **Launch and Implement Campaign**—through print, electronic and media venues; community presentations; distribution of materials.

Who Do We Want to Reach?

Ideally, Alianza would like to reach all Latinos and Latinas living in the United States, regardless of age, nationality, socio-economic status, citizenship, educational attainment, level of acculturation, English-language proficiency, or place of residence. However, given the limited resources, both human and financial, Alianza decided to initially target four cities with significant Latino populations—Los Angeles, CA; Miami, FL; New York, NY; and San Antonio, TX.

A fifth city, Chicago, has been added as a result of a new partnership with Lifetime Television. (See pages 12 and 13 for details of the partnership).

Many individuals are unclear about what constitutes domestic violence even if they have witnessed or experienced it.



Gaining a Better Understanding About Our Communities

In an effort to gather input from the community that would inform and guide the development of the Public Awareness Campaign, Alianza conducted two sets of focus groups/community assessments.

Focus Groups/Community Assessments (First Set)

The first set of focus groups was conducted in February 2002 in four cities: Los Angeles, Miami, New York, and San Antonio. This set of focus groups gave us a better understanding about the level of awareness that exists in our communities and allowed us to gather ideas for developing a Public Awareness Campaign that will convey the necessary information.

Participants

A total of 45 participants between the ages of 17 and 60 took part in the focus groups. They were from various nationalities (Cuban, Dominican, Ecuadorian, Mexican, Nicaraguan, Puerto Rican, and Venezuelan); 33 were women (heterosexual, lesbian, and bisexual) and 12 were men (heterosexual and gay). One group included teens between the ages of 17 and 18 who were diverse in terms of gender, ethnicity, and sexual orientation. The participants included U.S. citizens and both documented and undocumented immigrants. Participants were not required to state their residence status or sexual orientation; many self-identified.

Objectives

The objectives of this set of focus groups were to:

- ◆ Determine the base knowledge of and attitudes about domestic violence and domestic violence prevention: Where does it “fit” in their lives? How does domestic violence impact their lives? From whom or from which agencies, if any, do they seek help? What have been the benefits or consequences of that help? Why is this the situation surrounding domestic violence in Latino communities? How is this the same or different for their specific Latino group versus all Latinos in the United States versus the general U.S. population?
- ◆ Determine how to communicate a domestic violence message: Who is/are the target audiences(s)? What should be the content of the message(s)? What would be the best media for delivering the message(s)—to survivors, batterers, and those concerned about stopping it?

Methodology

The focus groups were conducted by five moderators; all except one were members of the CE&D Committee and all except for two work in the field of domestic violence. The other moderators had extensive social marketing experience and had conducted numerous focus groups. In addition to conducting the focus groups, the moderators recruited participants in their respective cities; obtained the meeting sites; and coordinated the focus group logistics.



Three of the focus groups were conducted in Spanish, two in English, and two in both Spanish and English (see Appendix B: Table 1). The focus groups consisted of two-hour sessions conducted by the moderators with the aid of a discussion guide that was deemed appropriate for the participants in terms of language, approach, content, and tone (see Appendix C: Focus Group Discussion Guide).

The discussion guide was developed by a member of the CE&D Committee, a social marketing consultant, who also provided a brief training for the moderators using both written materials and a conference call. The consultant donated all of her time and expertise, as did the moderators. The participants were given stipends.

The focus group sessions were held in a comfortable setting and conducted in a manner that allowed the issue to be discussed with honesty, sensitivity, and grace.

In addition to generating discussion through the questions in the Discussion Guide, the moderators showed the participants sample outreach materials and asked them to react to the language, images, and effectiveness of the messages used.

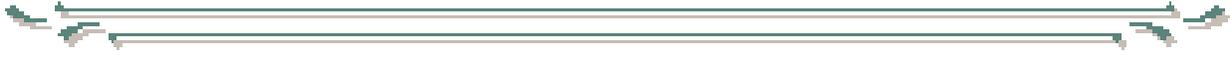
The moderators audio taped the sessions and wrote “top-line” reports based on a format developed by the consultant. The top-line reports captured the key learnings from each of the sessions; included a description of the groups; and listed five most surprising/enlightening thing learned with each group. They also captured information about the participants’ understanding of domestic violence, about the importance of it in their lives, about sources of information, and barriers to overcome when addressing the issue of domestic violence in their communities.

The consultant and another member of the CE&D Committee gathered the top-line reports, wrote a summary report, and made these materials available to members of the CE&D Committee for review. Sixteen members of the Committee met for two days, in February 2002, to discuss the focus group findings and propose messages for the Campaign.

Subsequently, extensive notes from the February meeting, together with the top-line reports and summary report led to the drafting of a **Creative Brief**—an essential blueprint that defines the campaign’s purpose, goals, target audiences, ideas that need to get communicated, and specific elements of campaign production and implementation.

The **Creative Brief** is meant to be used by all production staff and consultants, including participating advertising agencies to benchmark their work.

The focus group sessions were conducted in a manner that allowed the issue to be discussed with honesty, Sensitivity, and grace.



Key Findings

When CE& D Committee members analyzed the focus group findings, they recognized that many of the focus group participants (women, men, and youth), who are representative of the populations targeted by the Campaign, have never really stopped to think about domestic violence and consider it an issue low on their list of priorities in their daily lives.

Highlights of the findings:

- ◆ Most participants did not have the necessary words to define or describe domestic violence. They were unclear about what constitutes domestic violence, even if they had witnessed or experienced it.
- ◆ Several of the participants said their parents lived through domestic violence as children and did not know it was wrong.

*Is it between spouses only? Does it include parents versus children;
children/siblings versus children?*

Is it physical, can it be verbal/emotional/mental as well?

- ◆ Several said there is an overall sense that domestic violence is inevitable. It is considered as something that happens only in the house and is a private matter.
- ◆ Participants were also unaware about available resources or services they can turn to for help or what actions to take other than calling 911. They felt they had no skills or “know how” for dealing with violence if they encountered or witnessed it.

Maybe there would be something in the yellow pages.

Responses from the female survivors reflected a different, more urgent tone than that of the other participants.

- ◆ They said they found verbal abuse just as harmful as physical abuse.
- ◆ They felt the general public was ignorant of the negative psychological effects of verbal/psychological abuse on survivors.
- ◆ They were very concerned about what domestic violence does to their children. They see the effects of domestic violence affecting generation after generation.



Responses from the lesbian/bisexual group also reflected a different tone and different perspectives:

Participants in this group were highly educated, in general, and had a higher level of awareness about the issue. Some said they had experienced violence in their own relationships.

- ◆ Domestic violence ranked midway among their everyday life priorities.
- ◆ They said most outreach materials are geared to heterosexual relationships and there is a need for more materials and services that are sensitive to lesbian, gay, bisexual, transgender issues.
- ◆ They said services for perpetrators are also important.

Participants shared their ideas about what information needs to be made available and about the messages and images that can be used:

- ◆ Systems of support need to be clearly defined and accessible. Whom do you turn to, whom do you trust?
- ◆ Messages and materials must include phone numbers.
- ◆ The messages must be holistic—aimed at the family as a unit.
- ◆ The messages should let victims know they have options and legal rights.
- ◆ The messages should use religious symbols, images of *la familia*, and information about criminal justice system options.
- ◆ Female survivors felt women need information that will help them leave abusive relationships sooner than later.
- ◆ Female survivors need to become more aware about how domestic violence hurts their children.

Having good friends who care about you and protect your interests is very important.

Real friends help friends get help or tell them if they are doing something wrong.

The teen participants (three male and three female high school students) were very interested in learning how they could prevent domestic violence in their own relationships. The group had some knowledge about domestic violence, although there was a bit of confusion about its definition.

- ◆ Initially, the teens ranked domestic violence last on their list of priorities. As the session progressed, they began to make connections between the violence they have witnessed in school and in the street and violence that takes place in the home.
- ◆ They saw how school and street violence could spread into their relationships and saw the need to try to prevent this from happening.
- ◆ Some of the teens said that girls are becoming more aggressive and this has to be addressed when doing prevention work.
- ◆ They felt that education and awareness were the best prevention.
- ◆ They suggested that the materials include art, and that images should be of teens and not adults.
- ◆ Friends are seen as an important influence in teens' lives.

Having good friends who care about you and protect your interests is very important.

Real friends help friends get help or tell them if they are doing something wrong.

- ◆ Most of the teens did not see batterers and victims on opposing sides. They viewed domestic violence as something that affects everyone and everyone needs to be educated about it.
- ◆ They also had trouble talking about domestic violence within Latino relationships; most said they dated multiculturally. Although they did acknowledge some culture-related behaviors. They said that in their families, they were taught that the males were the heads of household, but they saw how changes in society challenge this, such as women getting educated and working. The boys were unsure about where their role as “the man” fit within this evolving context.



Rini Templeton



Focus Groups/Community Assessments (Second Set)

This second set of focus groups, were conducted in the fall of 2002 as part of a project funded by the Department of Justice/Office of Justice Projects/Office on Violence Against Women (OVW). The findings helped to guide Alianza’s development of outreach and educational materials (see details on page 12).

Participants

A total of 73 Spanish-speaking survivors of domestic violence participated in nine focus groups, which were held in Atlanta, GA; Harrisburg, PA; Houston, TX; Los Angeles, CA; New York, NY; San Antonio, TX; and St. Paul, MN. The women were from various nationalities (Colombian, Dominican, Guatemalan, Mexican, Puerto Rican, and Salvadoran) and ranged in age from their mid-20s to late 40s. There was also a wide range in their educational levels; some had attended only primary school, while others had graduate degrees.

Objectives

The objectives of this set of focus groups were to find out:

- ◆ The types of services available for Spanish-speaking survivors in their respective areas
- ◆ What barriers they had faced when seeking help
- ◆ The types of messages, images, and formats that would be most effective in reaching Spanish-speaking survivors in their areas
- ◆ What media would best reach Spanish-speaking survivors—radio, television, posters, brochures

Methodology

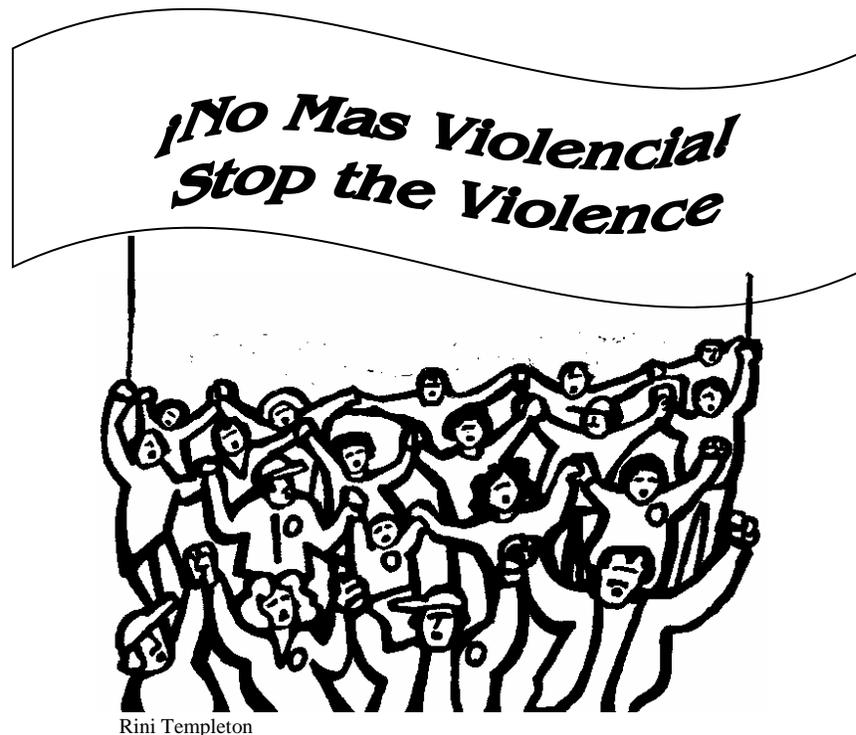
All of the focus groups, except for those in Los Angeles, were conducted by Alianza’s Resource Development Project Manager. Domestic Violence program advocates conducted the focus group in Los Angeles. The groups were conducted with the aid of a discussion guide developed with input from the five OVW Project Partners, who also helped to recruit the focus group participants in their respective areas. The focus group sessions were audio taped and the transcripts produced were used to write a summary report, which further informed the Public Awareness Campaign.

*The women
said they preferred
positive messages and
positive images...
and messages
delivered by women
who looked
like them.*

Key Findings

In general, the women said more publicity and outreach is necessary that conveys information about what resources and options are available to them.

- ◆ They thought radio, television, posters, and Spanish-language brochures are the most effective ways of reaching Spanish-speaking survivors.
- ◆ They would like to see positive messages and positive images.
- ◆ They preferred messages delivered by women who looked like them.
- ◆ They said it is important to provide examples of what defines domestic violence—include a list of abusive behaviors.
- ◆ Materials should include telephone numbers and information about whether or not there is a fee for services.
- ◆ They asked that the brochures, fliers, and posters be placed in churches, doctors' offices, clinics and Women, infants and Children (WIC) Centers or be given to children in school to pass on to their mothers.



Campaign Production

What Is the Main Idea We Need to Communicate?

The overarching message, which we anticipate will resonate with multiple sectors of our communities, will incorporate the following main idea:

*We have many beautiful traditions.
Domestic violence is not one of them.*

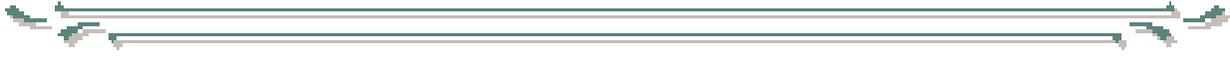
This idea evolved from the Community Education and Development Committee's two-day meeting in February 2002. Meeting participants were charged with coming up with multiple "umbrella ideas" based on their readings and analysis of the top-line reports and their dialoguing during the meeting.

The original wording was: *Of all the traditions we want to pass on, domestic violence is not one of them.* It was later refined by Alianza Board and staff members.

How Do We Know This Main Idea Is Right?

We know this is a strong direction to pursue because:

- ◆ *It's positive.* It celebrates Latino values of community, family, passion, and compassion.
- ◆ *It's realistic.* Passing on traditions, especially those that lead to strong and healthy families and individuals within those families is something that most parents strive to do. This particular tradition is about demonstrating respect in one's relationships with others and respect for oneself as an individual.
- ◆ *It's educational.* It helps explain what domestic violence looks like.
- ◆ *It's inclusive.* It is intergenerational—parents to children and children to parents. It works for traditional, bi-cultural, and assimilated Latinos.
- ◆ *It's emotional, yet rational.* There is rich territory in which to execute this message, but at the same time, the message is straightforward.
- ◆ *Points out the contradiction.* It shows why domestic violence DOESN'T fit in the Latino community. Family is stronger than machismo/sexism. Heart is bigger than muscle, power, and control. Compassion is bigger than aggression. Love is stronger than hate.
- ◆ *It's appropriate for Latino communities in the United States.* They are communities that are distinctly aware of and proud of what makes them strong; what will make them healthy and successful; and what they can share with this country to make it stronger and better.



Implementation Phase

Development of Printed Materials

Since the completion of the “research” phase of the project, Alianza has been able to develop and implement some components of the Campaign.

Office on Violence Against Women Outreach Materials

Through a grant from the Department of Justice/Office on Violence Against Women, Alianza has developed a series of brochures (in English and Spanish) which have been widely distributed at conferences, via mailings, through our website, and through partnerships with other agencies and organizations (see Lifetime Television Partnership below). These brochures include:

English

- ◆ Creating a Culture of Peace: Together We Can Eliminate Domestic Violence
- ◆ Homes Free of Violence: Options and Help for Abused Women
- ◆ Homes Free of Violence: Options and Help for Immigrant or Refugee Women
- ◆ Safety Plan for Abused Women
- ◆ Dating Violence: Find Out What You Can Do

Spanish

- ◆ Cultura de Paz
- ◆ Hogares Libres de Violencia: Opciones y Ayuda para la Mujer Maltratada
- ◆ No Tienes Que Aguantar El Abuso En Tu Vida: Opciones para Mujeres Inmigrantes o Refugiadas
- ◆ Un Plan de Seguridad Para la Mujer Maltratada
- ◆ Entre parejas: La violencia en la relación de adolescentes y jóvenes

Alianza/Lifetime Television Partnership

A recent partnership with Lifetime Television has allowed Alianza to accomplish the following:

- ◆ Help produce a 60-second Spanish language radio PSA that will air in five markets beginning in March 2004 (New York, Los Angeles, San Antonio, Miami and Chicago). Lisa Vidal, a Latina who stars on the TV series *The Division*, did the voice-over. It features the message developed by our Community Education and Development Committee (See Appendix D: PSA Script).
- ◆ Include Alianza brochures in an "action kit" that Lifetime distributed to federal, state, and local government leaders and advocacy organizations to encourage the planning of local public awareness events that will coincide with Lifetime's *Stop Violence Week in Washington*, (March 8-12, 2004).

- 
- ◆ Lifetime has also created a brochure that lists 10 actions that readers can take to stop violence against women. One of the 10 suggestions is to go to Alianza's website and download our brochure on Teen Dating Violence. One million brochures will be printed and circulated. Alianza's name and website address appear on the back panel of the brochure, along with the names of other Lifetime partners. As part of this partnership, Alianza is enhanced its website with a number of new resources to meet the increased volume of visitors looking for information and resources as a result of the publicity generated by the Campaign.
 - ◆ Participate in the Times Square Project. As part of the project, every week from April 25, 2003 through April 16, 2004, special signs and tickers around Times Square will salute one woman, one man, and a nonprofit organization taking a stand to stop violence against women. In July 2003, Alianza and two of its founders and first Co-chairs—Sandra Camacho and Ricardo Carrillo, were saluted. On July 11, their names, along with Alianza's, were up on Times Square on three giant signs: NASDAQ, Reuters, and Liz Claiborne; on that day there was also an announcement on Lifetime Television (during prime time); and short profiles on Alianza, Sandra, and Ricardo were posted on Lifetime's website for one week.
 - ◆ Alianza also plans to work with Lifetime Television to develop a television PSA that will feature Latino/a celebrities.

Evaluation Section

Alianza's CE&D Committee has been instrumental in developing the goals and objectives of the Campaign, in designing and implementing the "research" phase, and in developing the Creative Brief to guide the production phase. Some Committee members, who also are partners in our OVW project, reviewed and offered feedback on the readability level, images, and text used in some of the outreach materials. This enabled us to make revisions to both text and graphics.

Alianza will work with Lifetime Television, the National Domestic Violence Hotline, as well as state domestic violence coalitions to measure community impact. This will include collection of data that will measure the volume of incoming calls, website visits, and other inquiries and requests for assistance generated via radio and television PSAs and the distribution of materials. Alianza is also keeping track of the number of visitors to its website.

Appendix A: Community Education and Development Committee

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Appendix B: Table 1 Focus Group Participants

Location	Number of Participants	Age of Participants	Gender of Participants	Sexual Orientation of Participants	Participants that have experienced Domestic Violence	Ethnicity of Participants	Immigration Status of Participants	Language Focus Group Conducted in
Los Angeles, CA Males Working With At-Risk Youth	6	24-60 yrs	All Male	Not Asked				
Los Angeles, CA Mixed Profile	6	13-60 yrs		Not Asked	Mixed- Breakdown Unknown			
Miami, FL Female Heterosexual Identified	6	30-50 yrs	Female	Heterosexual	0	6 Cuban-American	6 Non-Immigrant Documented	English
Miami, FL Male Gay Identified	6	30-40 yrs	Male	Gay	1	4 Puerto Rican 2 Venezuelan	Immigrant & Non-Immigrant	Spanish
New York, NY Female DV Survivors	9	30-40 yrs	Female	Not Asked	9	3 Puerto Rican 3 Dominican 2 Mexican 1 Nicaraguan	6 Documented 9 Immigrant 7 Documented 2 Undocumented	Spanish
New York, NY Female Lesbian Identified	7	20-35 yrs	Female	6 Lesbian 1 Bi-sexual	3	3 Mexican 2 Chicana 3 Puerto Rican	Immigrant & Non-Immigrant 7 Documented	Spanish & English
New York, NY Teens	6	17-18 yrs	3 Female 3 Male	1 Gay Male 1 Bi-Sexual Female 4 Heterosexual	2	4 Dominican 1 Puerto Rican 1 Ecuadorian	Immigrant & Non-Immigrant 6 Documented	Emglish
San Antonio, TX Female DV Survivors	5	32-48 yrs	Female	Heterosexual	5	5 Mexican	5 Immigrant 3 Documented 2 Undocumented	Spanish
Total	46							

Appendix C: Alianza CE&D Focus Groups Discussion Guide

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CE&D Project
National Latino Alliance (Alianza)
Discussion Guide
February 6, 2002

PART I: Introductions (10 minutes)

Objective of Part I:

- Establish the rules
- Develop an idea of the background of their lives, who they are, what they care about
- Learn their NAMES!

Stimulus Material Needed: Name tags

- *First of all, thanks for coming tonight.*
- *My name is... and I am going to be moderating the conversation tonight. (Say a little bit about who you are and what you do)*
- *Rules: 1) Just talk one at a time. 2) No right or wrong answers. This is not a test but a discussion. 3) I just want your **honest** opinions. Sometimes you will agree, sometimes you will disagree. That is fine, good. As long as you share with me your honest opinion.*
- *Everything you say will be completely confidential.*
- *Explain set up: co-workers, audio (and/or videotaping and/or note taking for my purposes, so I can write my final report, I want to spend my time listening to you, not writing things down). I want to assure you that what you say will be kept confidential.*
- *We are going to discuss several different things today/tonight. It should take about 2 hours. They will fly by, because it'll be fun, I promise... At the end of the discussion, I will tell you more about why we are doing this and what your input will be used for. So if you are curious, you will soon know.*
- *It is my job to keep the conversation moving forward, so if I seem bossy at times; it is only because we have a lot to cover. It is your job to share with me your opinions. You are the experts. Once again, I thank you for coming. Let's get started...*

Warm up

I'd like each of you to introduce yourself. Call on each person...

- Name, what you do either for work or for fun?
- Who do you live with? How old are your kids?
- One activity you love to do but don't get to do enough?

PART 2: Life Issues (15 minutes)

Objective of Part 2: To understand how relevant the issue of domestic violence is to them compared to other issues in their lives/America

Stimulus Material:

- Card Sort each of the following words needs to be handwritten on an index card:

Drugs, Drinking, School Violence, AIDS, Terrorism, Domestic Violence, Discrimination, Affordable Health Care, Poverty, Immigration Policy, Unemployment

Now we are going to switch topics. Let's think for a moment about the issues we face today as individuals living in the U.S.

- What are some of the issues that you can think of that you have to deal with, be concerned with?

(NOTE: If needed, prompt with: work, career; relationships + roles - spouse, kids, extended family, health; finances, home ownership, savings)

EXERCISE 1:

OK, now stepping back and thinking about society. Let's look at some of the issues we face living in America. On these cards, I have listed issues that have come up in previous research. I want you to work as a group and put them in order from 1 to 10: 1 being the most important/highest priority for you living in America. You need to come to a group consensus. You will have 5 minutes or so to do this exercise.

- Who wants to tell me what I just asked you to do (NOTE: This is to ensure that you have explained the instructions clearly).

(NOTE: As moderator it is very important to listen to their conversation as they are establishing the order as this will reveal their true and individual opinions. It will be a way for you to understand each of them a little more and where they are 'coming from'.)

- OK, please explain to me the order you put them in/why did you rank them this way? Why is ____ at the top? Why is ____ at the bottom?

PART 3: Awareness and Attitudes about Domestic Violence (35 minutes)

10 minutes

Objective of Part 3a: To explore baseline understanding of the issue of domestic violence.

(NOTE: this will be quite different for those who have 'experienced DV' and those who have not 'general population')

Moderator: Domestic Violence. Pull out the card that says domestic violence and focus on it.

- Why did you put domestic violence here? (depending on where they put it-- at top of list, middle of list, bottom of list)
- What is Domestic Violence? Who can define it for me? (Try to get each participant to define "domestic violence" in a few sentences, in their own words. Discuss.)
- What do you know about domestic violence?
- Do you feel like you know more or less about domestic violence than most people? Why do you think this is?
- What do other people think about domestic violence?
- What words come to mind when you think about domestic violence?

(NOTE: Using easel paper jot down the answers to the following questions)

- Give me thinking words that come to mind when you see this word, domestic violence.
- Give me feeling words. (The ones you feel in your heart NOT in your head).

10 minutes

Objective Part 3b: To determine current sources of information on the issue of domestic violence.

- How do you know about domestic violence? Where do you learn about it? Where do you receive information about domestic violence (probe on mass media, social services, church, family, friends etc...)
- Is this a topic that people talk about a lot or not? Why is this the case? What are the barriers to people talking about domestic violence?
- Who talks about domestic violence?
- What are the causes of domestic violence? (Note: generate a list and then probe on 'fact or fiction', 'true or stereotype')

Objective 3c: To determine the “hot buttons” of domestic violence within the Hispanic community.

- How is domestic violence the same for all people living in the US regardless of ethnic group?
- How do you think the issue of domestic violence is different for Hispanics/Latinos?

NOTE: On easel pad write the word “Same” on the left side. Get responses for “Same”. Then write “Different” right side and get responses.

The Same

Different

- Let’s look at the differences, why are these true for Hispanics/Latinos?
- How does domestic violence affect ones life? How does it affect the other parts of ones life (remember we spoke earlier about work, finances, children, marriage, family, religion. What about self-confidence, mental and physical health).

PART 4: Taking action. (20 minutes)

Objective Part 4: Help determine what can be done: messenger and message. Ideas to help define our strategy

DV is an issue in America. It is an issue for all ethnic groups and all types of people can be affected by it, rich/poor, young/old, rural/urban, recent immigrant or long-term citizen. And for most DV is not something Americans think about.

- Let’s focus on Hispanics/Latinos and Domestic Violence and what can be done to eliminate it from OUR community? What are some of the things that can be done? (Open-ended).

(NOTE: this could also be assigned as a group project. They could have 5 minutes to brainstorm on this question and then report back to moderator their conclusions.)

- Who do we need to target with information about domestic violence? Why?

Make sure to probe on those who are currently directly affected by domestic violence (as victims or perpetrators) and those who are not directly affected but part of the Hispanic community who need to be made aware of it (and hopefully encouraged to help prevent it in the future).

- Who needs to be involved in getting the word out about domestic violence as an issue to be addressed?

Probe on a range of options from mass media to direct mail to churches to schools, family, other...)

- What is our message, what do we want to say that will make people aware of DV and want to stop it from happening? (get a range of ideas)
- What are the benefits to you/to society of raising the awareness of DV within the Hispanic community? Who will benefit and how will they benefit?
- Who should be doing this?
- What should YOU/would YOU, personally do about it?
- What particular barriers do we need to be aware of that may exist in the Hispanic community that may not exist in other communities?
- How can these barriers be overcome?

PART 5: Communicating the DV message (20 minutes)

Objective Part 5: To get feedback on what works and doesn't when it comes to communication the issue of domestic violence with "consumers".

Stimulus Material Needed: up to 5 "pieces of communication"

Advertising is a powerful way to get messages across to groups of people. I am going to share with you... (up to 5 "pieces of communication" numbered 1 to 5) and I would like you to tell me what you think about them?

For each example ask:

- What is this trying to say? What is the main message?
- How effective on a scale of 1 to 5 (1 being NOT EFFECTIVE and 5 being VERY EFFECTIVE) in getting people to think about domestic violence in a NEW and significant way?
- Do you like it or not? Why/Why not?
- Who is it trying to reach? Who is it trying to speak to? Does it speak to you? Why why not?
- How could it be improved to really connect with you?

PART 6: Current State of "help" (10 minutes)

Objective Part 6: To look at awareness and opinions of current services available

NOTE: Not all groups will be able to do this, depending on their level of "experience" with DV the answers and the time spent on this section will vary.

- We've talked a lot about domestic violence. I have a big question: What are the "solutions" to domestic violence? (open brainstorm)
- What help is available for those who are involved in domestic violence? For both the people on the 1) giving end of the violence and 2) the people on the receiving end of the violence

(NOTE: Brainstorm over the possible sources of help. Get them to list as many sources of help as possible. Then probe on family, friends, support groups, police, court system, jail, social services, church, books, hot-line, etc. Which of these is the best source of help? Which of these is the worst? Looking at each of these sources of help, what are the benefits of (go down the list) and what are the consequences (go down the list)

(For example, the list could end up looking like this:

Source of Help	Benefit of that Help	Consequence of that Help	Why?
Family			
Church			
Police			
Social Services			
1-800 #			
Shelter			
Etc.			

- Specifically talking to you, as ... (women, gay men, men, fathers and sons, women who have experienced domestic violence, youth—depending on the group you are talking about, how concerned are you about domestic violence? Compared to all the other things you deal with?
- Why do you think this is?

PART 7: Conclusion (10 minutes)

Objective Part 7: To bring closure to the group and get a final summary of learning
 Stimulus Material Needed: Post-it Notes 3” x 5”

We are almost done.

Exercise:

Take a moment of silence and think back to when you arrived here. Jot down on the top part of the post-it note, what you thought about domestic violence. Then on the bottom part, write down what you think now.

- Debrief on the exercise. Why did your thoughts on domestic violence change or not change?
- How do you feel about the issue now?
- What did you hear today that struck you as being most interesting around this issue of domestic violence?

The reason you were invited here today/tonight is that a not-for-profit organization, Alianza, has been created with the objective of raising awareness of domestic violence within the Hispanic community. They want people to think about it in a new way and they ultimately want to eliminate it. It is important to note that domestic violence happens in all ethnic groups, all income levels and across different cultures and countries. It is not different amongst Hispanics/Latinos than amongst other groups. It happens. Alianza’s work is aimed at it happening less and less often in the Hispanic community. Your input will be very useful as they try to figure out how to do this.

- Now, do you have any questions for me?

THANK you very much for your help.

NOTE: Pay them and have them (best to put the money in individual envelopes and hand it to them as they sign the receipt of payment sheet one by one.

Appendix D: Alianza/Lifetime Spanish Radio Public Service Announcement (PSA)

Stop Violence Against Women Script – Hispanic Radio (60) – Final, 12-12-03

(VO ANNOUNCER)

Un mensaje importante de Lifetime Television.

(LISA VIDAL)

¿Sabía Usted que una de cada tres mujeres en el mundo ha sido golpeada o abusada sexualmente en su vida?

Yo soy Lisa Vidal de la serie *The Division* de Lifetime Television.

Nuestra cultura tiene tradiciones hermosas; la violencia contra las mujeres no es una de ellas.

El problema de la violencia contra las mujeres nos afecta a todos. Es hora de que mujeres y hombres unamos nuestras fuerzas como comunidad, para prevenir la violencia antes de que empiece.

Todos podemos servir como modelos positivos para la gente joven. Mujeres y hombres podemos hacer ver que el comportamiento abusivo y violento, físico o verbal, es equivocado e inaceptable.

La prevención empieza con la comunicación. Visite nuestra página web, lifetimetv.com, para encontrar maneras como mujeres y hombres trabajando juntos podemos detener el ciclo de la violencia.

(VO ANNOUNCER)

Para obtener más información de Lifetime y La Alianza Latina Nacional Para Erradicar La Violencia Doméstica, visite nuestra página web, lifetimetv.com

(LISA VIDAL)

Detengámos La Violencia Contra Las Mujeres. Éste es el compromiso de Lifetime.

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Stop Violence Against Women :60 Hispanic Radio

(VO ANNOUNCER)

An important message from Lifetime Television.

(LISA VIDAL)

Did you know that 1 out of every 3 women worldwide has been beaten or sexually abused in her life?

I'm Lisa Vidal of Lifetime Television's *The Division*.

Latinos have many beautiful traditions; violence against women is not one of them.

The issue of violence against women affects all of us. It's time for women and men to join forces as a community to prevent violence before it starts.

We can all serve as positive role models for young people in our lives. Women and men can make it clear that abusive and violent behavior and speech is wrong and unacceptable.

Prevention starts with communication. Log onto lifetimetv.com to get real suggestions for how women and men can work together to stop the cycle of violence.

(VO ANNOUNCER)

For more information from Lifetime and The National Latino Alliance for the Elimination of Domestic Violence -- go to lifetimetv.com.

(LISA VIDAL)

Stop Violence Against Women. It's our Lifetime Commitment.



**National Latino Alliance for the Elimination of Domestic Violence
Alianza Latina Nacional Para Erradicar la Violencia Doméstica**

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