

15 Seconds Closer: Fighting the Social Problem of Domestic Violence



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A Media Relations Campaign

Public Relations Case Studies

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Table of Contents

I.	Background/Case Summary	p 3
II.	Publics	p 5
III.	Research	p 7
IV.	SWOT Analysis.....	p 25
V.	Practitioner Tools	p 27
	a. Logo Design	
	b. Facts Sheet	
VI.	Plan.....	p 31
	a. Goal 1	
	i. Objective	
	1. Strategy	
	a. Tactic	
	b. Goal 2	
	i. Objective	
	1. Strategy	
	a. Tactic	
VII.	Timeline.....	p 48
	a. Short-Term	
	b. Long-Term	
VIII.	Budget	p 50
IX.	Works Cited.....	p 51

I. Case Summary/Background Information about Domestic Violence

Domestic violence, also called spousal abuse, is a social problem in the United States that requires dedication and perseverance to solve. Increased and ongoing public support is needed to develop effective prevention programs that address the underlying causes of domestic violence. Although some men do experience domestic violence, the majority, 85%, of Domestic Violence victims are women, so the following proposal will refer to the victim as female for continuity throughout the presentation. The use of the word “victim” is used with extreme trepidation, since this campaign’s primary focus is on empowerment, but for the readability of this proposal and to eliminate confusion, the abused figure will be referred to as the victim.

Many victims do not consider themselves abused. They think that their case was an exception, or “different”. And many still love the abuser. This is a common misconception by programs dealing with spousal abuse. One can still love the abuser, but our goal is making the victims realize that they need to love themselves more, that they need to love their own future more than they love the abuser. They don’t have to stop loving him, just get to the point where they can leave and decide that they would rather be alone for the rest of their lives than be with that abuser (even though this is probably not true, they will meet someone else eventually, this is how they feel at the time.) That abuser comprises their whole world, at that point, and people from the outside coming in and telling them that he is a bad person is really the last thing they want to hear, and actually pushes them back to the abuser.

What they need more than anything is friendships, and support, and as well as someone who truly understands their situation to tell them that they need to refocus their priorities on their own life.

One woman is beaten by her husband or partner every 15 seconds in the United States. Uniform Crime Reports, Federal Bureau of Investigation, 1991. This chilling statistic should ring clearly in every person's mind. Most people are aware of a friend, or an acquaintance, or family member who is experiencing abuse from a loved one. This is not a problem to ignore, or leave to self-resolution. Domestic violence not only affects the parties directly involved but also leaves lasting impacts upon children, in addition to extended families and friends.

Many public relations campaigns designed to combat domestic violence focus on external publics, such as these friends or acquaintances of the abused women. Our campaign is taking a different stance. This campaign is titled "15 Seconds Closer", referencing the statistic stated above that every fifteen seconds, a woman is beaten in a domestically violent situation. This slogan of "15 Seconds Closer" signifies that each woman that escapes a situation of domestic violence brings our city fifteen seconds closer to a peaceful solution to this destructive social problem of domestic violence.

This campaign is not going to treat these women as incapable of taking charge of their own lives. A cruel and domineering partner can leave lasting emotional scars, but this campaign is designed to empower the abused and mistreated women in the city of Memphis to pick themselves up, take charge of their lives, and walk out of their abuser's door, never looking back. A campaign that targets only the residual effects of the abuse will not fully combat the problem. A

campaign is needed to fully address the root of the situation; not the friends of the abused, but the women themselves. These women need to combat the question head on whether they are willing to give their abusive partner a second, third, or fortieth chance. After all, they are the ones who will need to ask the tough question, in the next fifteen seconds, will I be the next woman who is beaten?

II. Publics:

A. Key Public:

- a. The key public in this campaign is the abused women themselves. Our outreach and relief programs are designed to help these women and empower them to make positive life choices to change the direction of their lives and escape abusive relationships.

B. Secondary Publics:

- a. Survivors:
 - i. The survivors of domestic abuse are the most important secondary public, because they have been to a place that most of us have not.

- ii. They can speak to the current victims of abuse in a manner that is hard to manufacture artificially. These women are usually more than happy to help others in their previous plight.

- b. Abusers
 - i. Those abusers who are aware of their actions
 - ii. Those who are not cognizant of their abusive actions
 - iii. Potential abusers, either children who have witnessed abuse or people behaving in pre-abuse manners, showing propensities for violence

- c. Friends of Abused women

- d. Family Members of abused women

- e. Doctors
 - i. Walk-in clinics
 - ii. Physicians
 - iii. Nurses/X-Ray technicians

- f. Local Police force
 - i. Respondents to the scene of domestic struggles

- g. Teachers
 - i. Either in high school or college, teachers and professors need to be informed of the signs of domestic abuse and be appraised of the proper steps for notification

C. Latent Publics:

- a. Concerned citizens - People who have never been abused or abusers but care about the social problem of domestic violence
- b. Local Media outlets
- c. Employers
 - i. Employers at abuser's or victim's job sites
- d. Other Employees who are friends with the abused who can notify proper authorities
- e. Spiritual Support- local churches and other places of worship who can be of help to women suffering from domestic abuse
- f. Civil Legal Support- local lawyers and attorneys who will often do pro-bono work for the cause of domestic violence; can also help with obtaining a protective order if necessary against the abuser

III. Research:

A. Primary Research:

The primary research gathered in this campaign would be from focus groups, face-to-face interviews, and surveys to selections of the local Memphis population. Through our findings we would compare our city's statistics on domestic violence occurrences to those of other comparable cities.

The face-to-face interviews would glean greater insight into the mind of an abused victim, and acquiring the help of the survivors of domestic violence would be crucial to the implementation of our plan.

In Tennessee during 2007 alone, over 60,000 911 emergency calls were made for assistance in domestic violence situations in Memphis.

Of those, 5,000 were referred for prosecution. A telephone survey conducted of women in Memphis revealed that the prevalence of domestic violence in Memphis is 27.5 %, slightly higher than the national rate of 21.45 %.

Of the women surveyed in Memphis, 14% reported abuse by their current partner, 16% reported death threats made by a past partner, and 9 % reported sexual assault by a past partner. Raising Families, Erasing Violence, Department of Health Statistics 2007.

B. Secondary Research:

Domestic Violence is the leading cause of injury to women between the ages of 15 and 44 in the United States; more than car accidents, muggings, and rapes combined.

"Violence Against Women, A Majority Staff Report," Committee on the Judiciary, United States Senate, 102nd Congress, October 1992, p.3.

About 1 in 4 women are likely to be abused by a partner in her lifetime.

Sarah Glazer, "Violence Against Women" CO Researcher, Congressional Quarterly, Inc. Volume 3, Number 8, February, 1993, p. 171.

Police report that between 40% and 60 % of the calls they receive, especially on the night shift, are domestic violence disputes.

Carillo, Roxann "Violence Against Women: An Obstacle to Development," Human Development Report, 1990.

One woman is beaten by her husband or partner every 15 seconds in the United States.

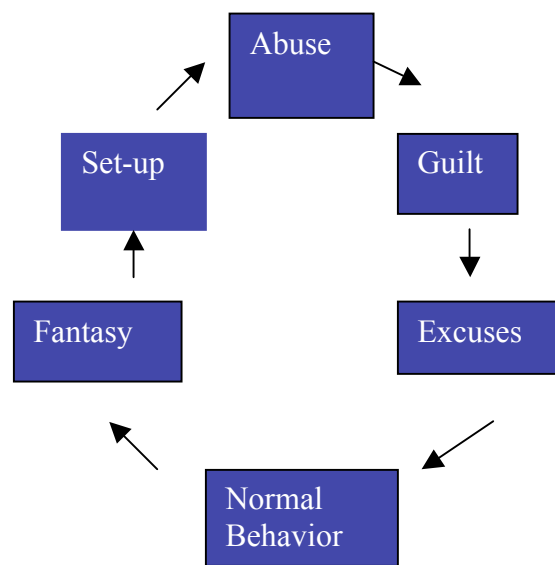
Uniform Crime Reports, Federal Bureau of Investigation, 1991.

Secondary Research Quick Reference Guide to Contents:

- a. Prevention Programs**
- b. Rehabilitation Programs**
- c. General Statistics**
- d. Offender Recidivism**
- e. Correlation between Drug/Alcohol Abuse and Domestic Violence**
- f. Breaking the cycle of Substance Abuse and Domestic Violence**
- g. Teens and Domestic Violence**
- h. Children exposed to Domestic Violence**
- i. Physicians' involvement and Hospital Statistics**
- j. The Effects of Police Protection Orders**
- k. Long-Term Effects of Domestic Violence**
- l. Progressive Stages of Domestic Violence**

- m. Common Characteristics of Battered Women
- n. Common Characteristics of Abusers
- o. Types of Abuse: Physical/Sexual, Emotional, Economic, Intimidation, Isolation, Jealousy and Blame
- p. Case Studies in Domestic Violence

Cycle of Violence in Domestic Abuse



Abuse- the abuser lashes out with aggressive or violent behavior. The abuse is a power play designed to show the victim who is in charge.

Guilt- After the abusive episode, the abuser feels guilt, but not over what he has done to the victim. The guilt is over the possibility of being caught and facing consequences.

Rationalization or excuses- The abuser rationalizes what he's done. He may come up with a string of excuses or blame the victim for his own abusive behavior- anything to shift the responsibility from him.

“Normal” Behavior- The abuser does everything he can to regain control and keep the victim in the relationship. He may act as if nothing has happened, or he may turn on the charm. This peaceful honeymoon phase may give the victim hope that the abuser has really changed this time.

Fantasy and Planning- The abuser begins to fantasize about abusing his victim again, spending a lot of time thinking about what she’s done wrong and how he’ll make her pay. Then he makes a plan for turning the fantasy of abuse into reality.

Set-Up- the abuser sets up the victim and puts his plan in motion, creating a situation where he can justify abusing her. (Ex: accusing her of cheating when she has not)

Domestic Violence Warning Signs:

- Frequent injuries, with the excuse of “accidents”
- Frequent and sudden absences from work or school
- Frequent, harassing phone calls from the partner
- Fear of the partner, references to the partner’s anger
- Personality changes (e.g. an outgoing woman becomes withdrawn)
- Excessive fear of conflict
- Submissive behavior, lack of assertiveness
- Isolation from friends and family
- Insufficient resources to live (money, credit cards, car)
- Depression, crying, low self-esteem

a. Prevention programs:

- Violent behavior is an abuser's choice. He does not batter other individuals, but the person he loves.
- Prevention strategies are critical to reducing the impact of domestic violence on children
- DV prevention theories currently are borrowing heavily from public health models, which emphasize understanding the causes of the social problems to address the causes
- Proper training for teachers and instructors to recognize signs of domestic violence
- Proper training for medical staff, doctors, nurses, and school nurses to recognize signs of abuse
- Warning signs- if a female patient habitually shows up with bruises and battered signs then be nosy, and ask. People sometimes cry out for help in quiet ways.
- Warning signs
 - Teachers/professors- often-domestic abuse victims do want help, they just do not know how to ask for it and feel embarrassed about their situation. In this case, we will provide seminars for employees, nurses, and teachers who might come in contact with victims of spousal or partner abuse.
- Employers- be aware of the symptoms of abuse- if an employee habitually shows up to work with casts or sprained ankles, and does not have

reasonable explanations for her injuries, pry a little more. You might end up saving her life.

b. Rehabilitation Programs:

- behavior-cognitive therapy programs
- targeting families or couples by direct home visits

c. General Statistics:

- Domestic violence can be defined as the intentional use of force by one family member or partner to control another. Domestic violence can take the form of physical, psychological, sexual, economic or emotional abuse, intimidation, isolation, and/or exerting power and control by using privilege
- One third of women who are victims of homicide die as a result of violence committed by a spouse or partner
- Perpetrators are not easily categorized and multiple factors are involved including: experience of violence when growing up; need for control and power; and intimacy and dependency issues.
- Injuries inflicted on women by their partners cost society over \$44 million each year. For example, 30 % of women who are trauma patients have been victims of domestic violence

- Estimates range from 960,000 incidents of violence against a current or former spouse, boyfriend, or girlfriend per year to three million women who are physically abused by their husband or boyfriend per year
- Around the world, at least one in every three women has been beaten, coerced into sex, or otherwise abused in her lifetime.
- Nearly one third of American women (31 percent) report being physically or sexually abused by a husband or boyfriend at some point in their lives, according to a 1998 Commonwealth Fund survey
- Nearly 25 percent of American women report being raped and/or physically assaulted by a current or former spouse, cohabiting partner, or date at some time in their lifetime, according to the National Violence Against Women Survey, conducted from November 1995 to May 1996.
- Thirty percent of Americans say that they know a woman who has been physically abused by her husband or boyfriend in the past year
- Intimate partner violence is primarily a crime against women. In 2001, women accounted for 85% of the victims of intimate partner violence, and men constituted 15% of the victims.
- Approximately one in five female high school students reports being physically and/or sexually abused by a dating partner
- In a national survey of more than 6,000 American families, 50 percent of the men who frequently assaulted their wives also frequently abused their children.

d. Offender Recidivism:

According to a 2000 study which interviewed the former and current partners of male batterers:

- 41 % of participants reported that the men committed a re-assault during the 30-month follow-up period
- Nearly 2/3 of the first-time re-assaults occurred in the first 6 months
- About 20 percent of the men repeatedly re-assaulted their partners and account for most of the reported injuries
- Overall, from the moment of index arrest to two years post-release, 62 % of all defendants were rearrested.

e. Correlation between Alcohol/Drug Abuse and Domestic Violence

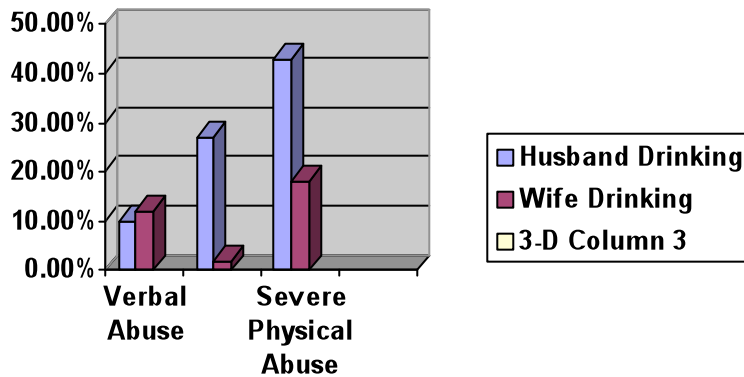
- Alcohol and drug treatment providers recognize that other issues such as domestic violence affect substance abuse patterns and can undermine recovery. Both problems must be addressed.
- Alcohol is not a legitimate excuse for justifying domestic violence or violent acts. Not everyone who uses alcohol exhibits domestic violence, and conversely, not everyone who is violent uses drugs or alcohol. However, domestic violence can go side by side with alcohol or drug dependency, so it is an important fact to be aware of. (graph here)

- While alcohol and/or drug does not cause or explain domestic violence, the importance of its correlation cannot be overlooked.
- The correlation between alcohol/drugs and domestic violence is often explained by the increase in distortion of power and control that can occur with substance abuse; this distorted sense of power is thought to be the main determinant of conflict in intimate relationships, potentially leading to violence.
- Some researchers theorize there are three essential types of perpetrators:
 - o Antisocial types who are generally violent, both inside and outside the home
 - o Controlling, perfectionist, or domineering men whose violence mainly occurs in the home
 - o Men with attachment and abandonment issues, who vacillate between being calculatingly violent and desperately needy and remorseful.

f. Breaking the Cycle of Alcohol and Domestic Violence

- To effectively break the cycle of domestic abuse coupled with alcohol or substance abuse, the violence must be addressed in a rehabilitation treatment facility. Rates of violence decreased dramatically after behavioral couples therapy (BCT) for alcoholism: the rate of physical assault by men was 64 % the year before BCT therapy, 28% one year after, and 19% two years after therapy.

- Recurrence of violence was directly relational to substance abuse relapses.
- After BCT treatment, domestic violence returned to the level experienced by other families (without significant substance abuse)



Source: Leonard, K.E., and Quigley, B.M., (1999). Drinking and marital aggression in newlyweds: An event-based analysis of drinking and the occurrence of husband marital aggression. *Journal of Studies on Alcohol*, 60, 541. Range reflects both husband's and wife's report.

g. Teens and Domestic Violence:

- The signs and symptoms of abuse within teenage relationships are similar to those of other forms of domestic violence. They may include physical violence, sexual assault, and emotional and/or psychological abuse. Many acts of abuse begin in early dating relationships. Date and acquaintance rape may happen at the beginning of a dating relationship before there has been any physical intimacy.

- As many as 1 in 3 teens will deal with physical, sexual, verbal, or emotional abuse in a relationship.
- So it impacts many people, not just adults. The formative teen years are crucial building blocks to developing adult relationships and patterns that will be observed later in life
- 1 in 5 teens who have been in a serious relationship report being hit, slapped, or pushed by a partner
- In march 2006, Teenage Research Unlimited conducted a survey sponsored by Liz Claiborne, Inc., the founding org behind “loveisrespect.org”., the national teen dating abuse hotline. The findings of their survey were alarming: the results show that increasing numbers of teens experience and accept abusive behavior in dating relationships. Many teens also feel physically and sexually threatened.

h. Children exposed to domestic violence:

- Tennessee State law requires any person who has knowledge of or suspects abuse or neglect of a minor child to report to the Department of Children’s Services
- It is estimated that anywhere between 3.3 million and 10 million children witness domestic violence annually. Research demonstrates that exposure to violence can have serious negative effects on children’s development.
- In a national survey of more than 6,000 American families, 50 percent of the men who frequently assaulted their wives also frequently abused their children

- Stalking Statistics:

- 1 in 12 women and 1 in 45 men will be stalked in their lifetime
- 77% of women and 64% male victims know their stalker
- The average duration of stalking is 1.8 years
- 76% of femicide victims had been stalked by the person who killed them
- 67% had been physically abused by their intimate partner
- 54% of femicide victims had reported stalking to the police before they were killed by their stalkers

i. Physicians' involvement and Hospital Statistics:

- The U.S. Department of Justice reported that a current or former spouse, boyfriend, or girlfriend injured 37% of all women who sought care in hospital emergency rooms for violence-related injuries.
- 92 % of women who were physically abused by their partners did not discuss these incidents with their physicians; 57 % did not discuss the incidents with anyone.
- However, 70% to 81% of the patients studied reported that they would like their healthcare providers to ask them privately about intimate partner violence

- A study conducted at Rush Medical Center in Chicago found that the average charge for medical services provided to abused women, children, and older people was \$1,633 per person per year. This would amount to a national annual cost of \$857.3 million

j. The Effects of Police Protection Orders:

- Reports indicate that 86 % of the women who received a protection order state the abuse either stopped or was greatly reduced

k. Long-Term Effects of Domestic Violence

- Research is still being collected and tabulated on the comprehensive long-term effects of Domestic Violence on women
- Battered women suffer from physical as well as mental/emotional problems as a result of domestic violence.
- The emotional and psychological abuse inflicted upon these women can be more costly to fix than the immediate physical injuries
- Battered women often lose their jobs because of absenteeism due to illness as a result of the violence
- Battered women may have to move locations several times to avoid violence from partners
- Battered women often lose family and friends as a result of the battering

- Many battered women have had to forego financial security during divorce proceedings to avoid further abuse, and some suffer from poverty as they grow older

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I. Progression of Stages in Domestic Violence

Phase 1: Pre-battering violence: verbal abuse, hitting objects, throwing objects, breaking objects, and making threats; increased tension, anger, blaming and arguing. When abusers hit or break objects to make threats, almost 100 % resort to battering.

Phase 2: Beginning levels: pushing, grabbing, restraining.

Phase 3: Moderate levels: slapping, pinching, kicking, pulling hair.

Phase 4: Severe levels: hitting, choking, beating with objects, use of weapons, and rape by intimidation, threat or force.

Phase 5: Calm Stage: Abuser may deny or rationalize the violence, apologizing or promising not to repeat the abuse.

m. Common Characteristics of Battered Women

1. low self-esteem
2. Believe all the myths about battering relationships
3. be a traditionalist, believing in family unity and feminine sex-role stereotype
4. accepts responsibility for the batterer's actions
5. suffers from guilt, yet denies the terror and anger she feels

6. have severe stress reactions with psycho-physiological complaints
7. use sex as a way to establish intimacy
8. believes that no one will be able to help her resolve her predicament

n. Common Characteristics of the Batterer

1. has low self-esteem
2. believes all the myths about battering relationships
3. is a traditionalist, believing in male supremacy and the stereotyped masculine sex role
4. blames others for his actions
5. exhibits pathological jealousy
6. presents a dual personality
7. has severe stress reactions during which he uses drinking and battering to cope
8. frequently uses sex as an act of aggression to enhance his self-esteem
9. does not believe his violent behavior should have negative consequences
10. uses threats and violence as a control mechanism
11. experienced or witnessed abuse when growing up
12. has been abusive to previous partners

o. Types of Abuse: Physical/Sexual, Emotional, Economic, Intimidation, Isolation, Jealousy and Blame

Physical/Sexual: hair pulling, biting, shaking, pushing, punching, choking, kicking, confinement, slapping, hitting, punching, using weapons, forced intercourse,

unwanted sexual touching in public or in private and depriving her of food and or sleep.

Emotional Abuse: insulting her in public, putting down her friends and family, making her feel bad about herself, calling her names, making her think she's crazy, playing mind games, humiliating her, making her feel guilty, using make privilege, treating her like a servant, making all the big decisions, being the one to define men's and women's roles.

Economic Abuse: preventing her from getting or keeping a job, making her ask for money, giving her an allowance, taking her money, not letting her know about or have access to family income, not allowing her a voice in important financial decisions, demanding exclusive control over household finances.

Intimidation: making her afraid by using looks, gestures, or actions, throwing or smashing things, destroying property, abusing pets, driving dangerously, displaying weapons.

Isolation: controlling what she does, who she sees, what she reads, and where she goes, limiting her outside involvement, refusing to let her learn to drive, go to school, or get a job, not allowing her to freely use the car or the telephone.

Using Jealousy and Blame to Justify Actions: minimizing, denying, blaming, making light of the abuse and not taking her concerns about it seriously, checking up on where she's been or who she has talked to, accusing her of infidelity, saying the abuse didn't happen, shifting responsibility for abusive behavior, saying she caused it

p. Case Studies in Domestic Violence:

- i. 'Crazy in Love': an art exhibit that provides domestic violence awareness
 - o The program runs from Monday- Friday at the Wrather Museum as part of Domestic Violence Awareness Month. The participants walk through four rooms that depict the relationship of a couple as it becomes abusive. The relationship spans 11 months and follows the couple between dating, engagement, moving in together as the cycle of abuse progresses. Clues are hidden within each room as to the escalating nature of the abuse.

- ii. Raising Families, Erasing Violence: Memphis City program designed to educate public about domestic violence. In addition to having Mayor A.C. Wharton speak in a press conference, citizens were able to walk through the exhibit with more than 50 different booths set up, explaining the function of their domestic violence relief programs. The program also featured a service where you were given an alias for an abused woman and provided with a short biography on her situation. As your persona, you traveled from booth to booth, from career services, pretrial services, family safety center, legal consultation, and social services to name a few, and through the guise of a fictional woman in a difficult life situation, you experienced what processes would be needed to escape an abusive household or partner.

- iii. Loveisrespect.org: a teenage hotline was set up to in March, 2006 by the Teenage Research Unlimited. The national teen dating abuse hotline targeted teens that were in abusive relationships or experiencing abusive behavior by their partners. The findings of this survey based off the anonymous calls to the hotline were alarming: the results show that increasing numbers of teens experience and accept abusive behavior in dating relationships. Many teens also feel physically and sexually threatened. Abusers often start abusing when they are teenagers, first experiencing semi-adult relationships. Not only should their behavior be caught and corrected early, but the pattern of abused teens forming subconscious codependent reactions to their abuse is quite prevalent. If not empowered at a young age, many teens can take these formative years of relationship building and use that as a paradigm for future abusive relationships, creating a vicious pattern of abuse and codependence that they enact for the rest of their lives.

IV: SWOT Analysis

a. Strengths

The strengths of our program to combat domestic violence include the fact that we are pursuing a very worthy cause. There should be no reluctance from the public to help us or gain public support for the city's attention and

law enforcement officers to dedicate time to this prevalent and detrimental social problem. The survivors who live in Memphis will be able to make strong and lasting impacts upon those who are experiencing the violence firsthand.

b. Weaknesses

- a.** The occurrence of domestic violence is very prevalent in Memphis. Many of the people involved in this campaign are not personal survivors of domestic abuse, which makes it more difficult to connect with the victims on a personal level. There are also some survivors who might not want to reveal their names for career reasons, or personal reasons.
- b.** The confidentiality wishes of many who have escaped abusive relationships is held in high esteem by our organization, and we do not want to place those survivors in a difficult position. It will be a tough balance to achieve between wanting to respect the anonymity and wishes of the survivors and also combat abuse while helping those experiencing that abuse currently.
- c.** There are so many different publics, target, secondary, and latent, which comprise our campaign, that it is easy to lose sight of the main key public: the abused victims themselves.
- d.** While we need to tailor our message to have a unified voice, we also need to be able to keep it mutable and malleable so when we distribute our message to each public, it is tailored to still carry our

core message but in a manner and through a channel that is appropriate for each specific public.

c. Opportunities

- a. There are many outside cases in other cities, which can be studied and examined for advice and guidance as to how to best implement our goals, objectives, strategies, and tactics. There are also many other relief programs nationwide that can be examined as excellent paradigms for our organization to emulate and implement. Wealthy philanthropists and organizations from around the country will be willing to donate money to aid in the success of our plan, since it is such a worthy cause.

d. Threats

- a. There are many other organizations that also attempt to combat domestic violence. There are also many theories circulating as to why domestic violence occurs, and how to stop it. A major threat to our program's success is that because there are so many other programs circling around, ours might get lost in the confusion. People want to help combat domestic violence, but without a clear and understandable proposal, it can seem like a daunting and overwhelming task.
- b. There are also many conflicting perspectives about domestic violence. Often there is almost a stigma attached to it. It is a topic that many women (1/3 of all women at some point in their lifetimes) suffer from but it is something that is not discussed at

cocktail parties, or even with closest friends. The word “victim” is used to describe these women, caught in unfortunate and complex situations that have no easy answers. It is a delicate yet intense subject, and we do not want to make any women suffering from abuse feel ashamed.

- c. Many concerned citizens on the outside have an honest desire to help, yet have no idea where to start. As with many social problems, domestic violence is very much a part of our society- it occurs prevalently, among all classes and groups of women, but almost always hidden, in an undercurrent to the rest of the events of the day. Our campaign strives to lift that veil from domestic abuse, and bring it into the forefront of people’s view.


V. Practitioner Tools

In the “15 Seconds Closer” campaign, the following tools will be used:

- Electronic social media
 - o Facebook sites
 - o MySpace pages
- Mass Text Messages
- A Podcast
- Email forums
- Toll-free numbers to call in case of emergency or just to talk
- Facts-Sheets and help numbers left in selected areas (hospital waiting rooms, employee lounges, student health centers, hospitals)

- Media News Releases for local papers to get out information about domestic violence
- Small business card-sized emergency number sheets that can go unnoticed in wallets by abusive partners



- Design logo:  does not say the words “domestic violence”, so if a card was found with contact information and just the logo by the abuser in a woman’s wallet, it would not lead to further abuse because of our efforts to help
- First-hand examples of testimonials by survivors of domestic abuse
- Pamphlets in doctor’s offices, grocery stores, banks, anywhere we can leave them by chance that an abused woman would find them and read their information
- Fact sheet about domestic violence myths
 - Includes the following questions and answers and would be used as a supplemental handout at press conferences in the city, or in doctor’s offices

SAMPLE FACTS SHEET:

What Can I do if I am abused?

Call the police. Charges may be filed if the abuser's acts constitute a crime. You may also apply for a Protective Order. You may seek counseling. You can leave the home. The proper course of action depends upon the nature and extent of the abuse. Do not ignore the abuse.

What is a Protective Order?

A Protective Order is a civil court order that can be issued by a judge if he finds probable cause to believe you are being abused. Violation of a court-served Protective Order could potentially result in a criminal offense.

Am I eligible for a Protective Order?

If your partner has physically or verbally threatened you and made you fear for your life or fear of suffering injuries, you could be granted a Protective Order. You do not have to be married.

What does a Protective Order do?

A protective order is a court order directing the other person (the abuser) to keep from abusing or hurting you. Also, the abuser could be required by the same court order to fulfill social service requirements or counseling.

Where can I go to get a Protective Order?

The Office of the Clark County Clerk, located on the first floor of the City-County Building in Memphis, TN has form applications for a Protective Order. Fill out the form and submit it to the Clerk. You do not need an attorney in a domestic violence case to get a protective order.

Numbers to Call:

Memphis YWCA battered women's services 901 725-4277

Shelby County Crime Victim Center or shelters and National Hotline 1 800 799 SAFE (7233) or 1-800-787-3224 (TDD)

Adult Protection Services 1-888-APS-TENN (1800-277-8366)

Department of Children's Services, Division of Child Safety 1-877-237-0004

- Domestic violence questionnaire: Are you a Victim of Domestic Violence?

List the symptoms of Domestic Violence as stated in secondary research.

VI: Plan

Goal 1: To reach abused women in the Memphis area and provide them with aid and relief programs to help them escape their abusive situations.

1. Objective: (Attitudinal) To increase positive attitudes and generate empowering messages about domestic violence among victims in the Memphis area by 50% within the next 6 months.

1. Strategy A: Use print and other media forms to reach victims of domestic violence in Memphis

- i.) **Tactic 1:** create wallet-sized cards with 15 seconds logo and toll -free number to call for emergencies on it that women can carry with them
- ii.) **Tactic 2:** design and print flyers to place in hospitals, minor emergency medical service rooms, civil legal service offices, banks, schools, workplaces, and in city hall meetings detailing what organizations are available to help women suffering from domestic abuse

iii.) **Tactic 3:** create, write, record, and air a radio commercial featuring a woman asking for help from a situation of domestic abuse, including numbers to call for help (this commercial specifically targeting the abused women themselves, there will be further ones targeting friends and family of abused women in subsequent tactics.)

iv.) **Tactic:** Create a hotline like the one created by loveisrespect.org for teens, but this one for domestic violence victims of all ages. Have the hotline number printed on all pamphlet material, cards, and radio/television commercials

2. Strategy B: Use Social Media and Electronic Media outlets to communicate with abused women suffering from domestic violence in Memphis.

- i. **Tactic 1:** Create MySpace and Facebook pages that abused women can join, using screen names can remain anonymous, and meet other women in the area and across the country struggling with the same problems.
- ii. **Tactic 2:** Create a blog where battered women can post their experiences and talk freely (with the curtain of the internet as a

friend) about their abusers. Encouraging them to talk just a little bit will help them open up in actual support groups.

- iii. **Tactic 3:** Send out emails to all those who sign up for them about new programs and shelters that have opened in the area supporting relief from domestic violence.

3. Strategy C: Reinforce the message that women who are battered are not at fault.

- i. **Tactic 1:** Ads for shelters and programs, such as financial independence programs, that highlight the independent nature of women and that no woman is at fault for their partner's violence.
- ii. **Tactic 2:** Create bracelets (like the "Livestrong" yellow Lance Armstrong bracelets) that are blue (referencing bruises, and blue as a calm, peaceful, strong color) with "15Strong" printed on them. These can be worn around the abuser, who will not know from just the name what it means, but will help change the attitude of women wearing them.

2. Objective: (Behavioral) To stimulate victims experiencing domestic violence in the Memphis Area to seek assistance and relief from their abusive partners and situation by 50% within the next 6 months.

1. Strategy A: Promote attendance and counseling by victims of domestic violence.

- i.) **Tactic 1:** Article featured in a woman's magazine about the importance of talking to a professional or someone who knows about dealing with domestic violence.
- ii.) **Tactic 2:** Flyers displayed in doctor's offices, minor meds, and all around town detailing numbers to call to receive information about where and when meetings to discuss domestic violence will take place.
- iii.) **Tactic 3:** Hold seminars and guest speakers at local high schools, colleges, and churches and other places of worship to promote domestic violence awareness
- iv.) **Tactic 4:** After the aforementioned seminars, distribute free pamphlets and information brochures detailing support group info, locations, and contact numbers, and website info. Also allow students to write anonymous comments or questions that will be answered in a general manner to the group.

v.) **Tactic 5:** Write a book review in a magazine prominently read by women (research and statistics can provide that data) about a recently published book, fiction or nonfiction, about domestic violence and the modern woman's struggle with its complexities. Feature this in book clubs too.

2. **Strategy B:** Encourage women to adopt a new hobby.

i.) **Tactic 1:** This will help get them out of the house and away from the wrath of the abuser, plus give them something new and unique to their life that they can hold on to as they make the difficult transition to total independence soon.

ii.) **Tactic 2:** Suggest martial arts, or kickboxing, running, yoga; the yoga would be relaxing, the running is great stress relief, and the martial arts would be a crash course in self-defense, which would empower them to stand up to their abuser.

3. Strategy C: Empower abused women to become more independent financially and socially.

- i.) **Tactic 1:** Create economic independence/finance classes that are free for women to sign up and learn about how to balance their checkbook and invest in the market. Most abusers control the finances strictly, so this might be the first time that some of these women have had their own money.
- ii.) **Tactic 2:** Create flyers detailing location and time for free domestic violence education seminars in the city.
- iii.) **Tactic 3:** Referral to safe, confidential, emergency shelters or housing, in the extreme cases.

3. Objective: (Informational) To increase awareness of domestic violence as a pervasive social problem affecting millions of women among those victims locally in Memphis by 75% within the next 6 months. (This objective has a higher percentage because we believe our campaign can reach 75% and make them aware of the information and facts about domestic violence, even if less than the full 75% actually seek help or change their attitudes about it).

1. Strategy A: Establish a Family Safety Center in Memphis, TN, much like the one proposed last month at Mayor Wharton's town hall meeting.

i. Tactic 1: at this safety center, victims of domestic violence will be provided with information concerning translation services, referrals toward economic independence, safety planning, child care and transportation while receiving services at FSC, domestic violence education, counseling for survivors of domestic violence and children who have witnessed domestic violence

2. Strategy B: Provide access to Civil Legal Services

i. Tactic 1: create a program where attorneys who wish to lend free aid to domestic violence victims and recent law school graduates or 2L and 3L students are paired up with domestic violence victims to help give advice and counsel.

ii. Tactic 2: The victims may even want to return to school, some of whom never finished high school or college, and some who may decide they want to go on to help other domestic violence sufferers either through legal means or social work.

3. Strategy C: Increase support at Minor Medical locations for abused women, and let them know they are not alone.

- i. **Tactic 1:** Design flyers and pamphlets detailing the signs of abuse, symptoms of abused women, and symptoms of abusers and place in the waiting rooms/reception areas of minor medical offices, where many abused women go to receive treatment for their injuries.
- ii. **Tactic 2:** Design and place stats sheets explaining the different types of abuse, and the cycles of abuse, as well as the cyclical nature of codependence and domestic violence, and statistics of how common domestic violence is, and that it is nothing to be ashamed about.
- iii. **Tactic 3:** place business cards for social services related to combating domestic violence for easy access in the waiting rooms of the minor med offices.

Goal 2: To educate non-abusers and non-abused citizens in Memphis about the social problem of domestic violence and inform them about steps to take to combat it.

1. Objective: (Attitudinal) To generate awareness about the social problem of domestic violence among women in Memphis, Tennessee to concerned citizens of the same area by 25% within 6 months of this campaign.

1. **Strategy A:** To make non-victims aware that it is not the fault of the abusers and that they need support and love from the community to get a fresh start.
 - i. **Tactic 1:** Ad created targeted to family members and friends of victims, giving them numbers to call and crisis hotline information, as well as the signs and symptoms checklist of domestic abuse.
 - ii. **Tactic 2:** Have graduate and college professors, high school teachers, and all instructors who come in contact with possible victims attend a seminar detailing the signs of domestic/spousal abuse. Sometimes a victim will not feel comfortable reaching out to a complete stranger, but if they are taking classes in college, or pottery classes as an older adult, they might wish to reach out to that mentor but not know how to do so. If the instructors and teachers are better equipped to understand the intricacies of domestic violence and how to recognize the signs, the victim who is crying out silently for help might be heard more audibly.
2. **Strategy B:** To create realistic programs that these women can attend and participate in to be empowered to change their lives; if non-abusers want to help, they need to understand the framework

within which domestic violence operates and the delicate strategies and tactics used to pull someone out of that situation.

i. Tactic 1: Domestic violence seminars, like the AIA non meetings, for friends and family of victims of domestic violence to learn about the details of the problem.

ii. Tactic 2: Crisis checklists and facts-sheets posted around grocery stores, malls, hospitals, schools, and post offices, explaining what to do if one suspects domestic abuse occurring in a loved one's household or relationship.

iii. Tactic 3: Facebook/MySpace pages for non-victims of domestic violence, but concerned citizens who want to help the cause.

3. Strategy C: Inform citizens using media outlets about what they can do as Memphians to combat domestic violence

i. Tactic 1: Have domestic violence survivors host seminars providing anonymous Q& A sessions afterwards (questions written on slips of paper then turned in for discussion) for the public.

ii. Tactic 2: Press releases detailing when the city/town hall meetings about domestic violence will take place, and where they will be held. They are

open to the public; the public just needs to be made aware of when the events occur.

- iii. **Tactic 3:** Generate awareness about the campaign to combat domestic violence in addition to encouraging donations from philanthropic organizations by selling blue “15Strong” bracelets at local fairs (like Pink Palace Crafts Fair, Greek Festival) as well as at college fairs at the University of Memphis and other nearby schools.

2. Objective: (Behavioral) To increase domestic violence donations, support, domestic violence literacy, and involvement with city aid programs and shelters by concerned citizens by 15 % within 6 months of the initiation of this campaign.

- 1. **Strategy A:** Inform local police and law enforcement about domestic violence trends.
 - i. **Tactic 1:** Hold seminars for the police officers that will be arresting/coming in contact directly with the cases of domestic abuse to alert them as to what to expect from both the victim and the perpetrator.
 - ii. **Tactic 2:** Have local police and law enforcement attendance required at all city hall meetings regarding domestic violence so they can keep up to

date with the current news and press releases about the state of domestic violence in Memphis.

iii. **Tactic 3:** Require that police officers specializing in domestic violence arrests attend at least two meetings led by domestic violence survivors to hear the positive effects that they will have as officers of the law and court system combating domestic violence.

iv. **Tactic 4:** Design a blog for police officers to relay their experiences (it can be anonymous) of dealing with domestic violence/disturbance calls. This will reassure and inform many who might be thinking about calling the police if they suspect their friend is involved in a domestically abusive situation.

2. Strategy B: 15Strong Bracelets:

i. **Tactic 1:** Encourage donations from philanthropic organizations by selling blue “15Strong” bracelets at local fairs (like Pink Palace Crafts Fair, Greek Festival) as well as at college fairs at the University of Memphis and other nearby schools.

3. Strategy C: Generate increased media coverage and social acceptance about the topic.

i. **Tactic 1:** At a local coffeehouse in Memphis, host a poetry night about the topic of domestic violence;

encourage survivors to read poems, short stories, and monologues they have written detailing their transformation process from victim to empowered woman.

- ii. **Tactic 2:** Feature a press release in Memphis newsletters, such as the Memphis Flyer, detailing new books and memoirs dealing with the subject of domestic violence/spousal abuse/abusive or codependent relationships; to get people reading is crucial, once one is interested in the subject, then one will seek out events and take the time to read flyers about town hall meetings.

3. Objective: (Informational) To promote knowledge and awareness of domestic violence as a social problem to concerned citizens in Memphis and provide detailed information to help educate them about the cycle of domestic violence among 20 % within 6 months.

- 1. **Strategy A:** Create program like the “Crazy in Love” art exhibit at the museum walk-through showing the four rooms signifying the four major stages of domestic violence and its progression.

- i. **Tactic 1:** Press releases sent to local news media channels describing the exhibit and what it is about
- ii. **Tactic 2:** Encourage local colleges and high schools to take “field trips” to explore the museum/art

exhibit. It is important to combat domestic violence early, and reach out to those victims already experiencing abuse from a loved one.

- iii. **Tactic 3:** After completing a walk-through of the museum/art exhibit, have an anonymous drop-box for comments. Those who are suffering from abuse can comment on how realistic they felt the exhibit was, or any suggestions they wanted for the future. This also starts a dialogue.
- iv. **Tactic 4:** Encourage local artists to become involved in the domestic violence cause and donate art work pertaining to domestic violence, or unrelated art for other portions of the exhibit, including the entranceway and lobby gallery. This is a way for the artists to get their work out in the public eye, as well as contribute to a socially and morally worthy cause. Half the proceeds of sales at the show can go to financing women's shelters and relief programs.

2. **Strategy B:** Educate the doctors, nurses, and staff at the minor medical centers to better recognize the signs and symptoms of domestic violence.

- i. **Tactic 1:** Hold a staff meeting with a domestic violence specialist, social worker, and psychologist

describe to the doctors common mannerisms and excuses made by sufferers.

- ii. **Tactic 2:** Have the hospital create a contingency crisis plan for what to do when domestic abuse is suspected; often victims want someone to help, they are just embarrassed and scared. Knowing the right way to approach a victim is crucial to gaining their trust.
- iii. **Tactic 3:** Have a policy on repeat customers to the med with common injuries, such as frequent ankle sprains, bruising all over, etc... after a few times in one month (and they are not an athlete), create a hospital policy of a checklist to go through with them and just offer them the phone numbers and business cards for emergency shelters and relief programs/counseling.

3. Strategy C: Educate family and friends about what to do when confronted with a loved one they fear is experiencing domestic violence.

- i. **Tactic 1:** Air a radio commercial similar to the one for the victim as the targeted audience listed above, but have this one written from the perspective of a friend calling the domestic abuse hotline to report abuse of a friend/family member.

- ii. **Tactic 2:** Create a television commercial about what to do when confronted with a possible situation of domestic violence.
 - iii. **Tactic 3:** In doctor's offices, banks, all around town, leave flyers and pamphlets with the same information as above in Goal 1 for the victims but target it to the concerned citizens of Memphis.
- 4. **Strategy D:** Equip judges, attorneys and other legal professionals about appropriate responses for the problem of domestic violence.
 - i. **Tactic 1:** Host a seminar for the judges, attorneys, and legal professionals in Memphis detailing current statistics on local cases of domestic violence, such as in 2007, over 60,000 911 emergency calls were made for assistance in domestic violence situations in Memphis. Of those calls, 5,000 were referred for prosecution.
 - ii. **Tactic 2:** Educate these aforementioned publics about how to aid domestic violence victims without inadvertently creating barriers for them to cross, thereby discouraging them from escaping the incurring violence.
- 5. **Strategy E:** Inform and educate employers and other employees at the workplace of potential victims about the signs and signals of domestic violence

i. Tactics:

- Facts sheet about why employers should address domestic crime:

a. It is a security and liability concern

-Employers who fail to protect their employees at work are liable- awards average up to \$300,000 to \$1.2 million

-94% of corporate security directors rank domestic violence as a problem

b. It is a performance and productivity concern

-37% of abused women had problems with being late to work, getting a promotion, or keeping a job

-Center for Disease Control estimates that 7.9 million paid workdays are lost to domestic violence each year at a cost \$727.8 million

c. It is a management issue

-In a 2002 study of senior executives, 91% said that domestic violence impacts the private and working lives of employees

-56% of them were aware of employees who were domestic violence victims

d. Employers can make a difference

-Open discussion can save lives

VII. Timeline

-Within two weeks-

- First, the social media sites such as Facebook and MySpace pages will be set up to foster communication between domestic violence victims as well as concerned friends
- Design team will create logo, assimilate information and research for flyers, write initial press releases, write commercial copy script for the two 30 second TV ads, and for the two 30 second radio commercials
- Order 15 Strong bracelets to have by the end of the month

- Within one month-

- Flyers printed and distributed around town, in selected locations (hospitals, minor medical centers, schools, colleges, bookstores, coffee shops)
- Cards with emergency hotline and logo distributed around town as well
- Facebook and MySpace pages updated to include local city hall meetings and events regarding domestic violence; including poetry readings, counseling services, and legal advice
- Legal services liaisons appointed and meetings with interested lawyers are arranged for those who wish

- Seminars about domestic violence conducted for the key publics identified above in the GOST 1 and 2 (police/law enforcement, teachers, professors, medical professionals)
- Press releases sent to local media for printing
- 15Strong blue bracelets for sale & distributed all over town in the mall, at local fairs, at schools; the bracelets have 15Strong on the top and the emergency crisis hotline number on the inside of the band (so it is only seen by the wearer).

-Within 6 months → 9 months-

- Art museum exhibition about stages of domestic violence date set for within the calendar year, preferably within 6 months; calls to local artists for contributions and local schools and colleges for field trip arrangements
- City Hall meetings attended regularly by citizens of Memphis
- Domestic Violence literature and biographies featured at bookstores such as Davis Kidd, and live readings arranged

VIII. Budget

-Our campaign will rely heavily on donations from caring citizens, philanthropists, and tax grants by the City of Memphis. This is a very worthy cause and is something that taxpayer money should be used to support. If we can empower these women to raise themselves up from their abusive partners, and help them forge a future, or at least see it's possibilities, then we have truly made a difference.

A thorough analysis of the Operation Safe Community budget plan for 2007 in Memphis, Tennessee, provided insight as to how the city officials and administrators allocated their yearly budget for Domestic Violence.

In Memphis, Mayor Herenton passed a 2007 proposal granting the Family Safe Community Center \$50,000 in new funds. He released a statement saying that an additional \$50,000 would be sought as a target amount to match the government's initial funds.

- 50% Government grants from the city for Domestic Violence Abuse projects
- 20% Philanthropists and Donations
- 20% Fundraising efforts and proceeds from events
- 10% Volunteer Work and Time

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