

A COMMUNICATION AWARENESS CAMPAIGN ON YOUTH DATING VIOLENCE
AND RELATIONSHIP ABUSE

By

Heather Bermudez

Chair: Maria Elena Villar, Ph.D.

Committee Member: Weirui Wang, Ph.D.

Committee Member: Carrie Soubal

A PROFESSIONAL PROJECT PRESENTED TO
THE SCHOOL OF JOURNALISM AND MASS COMMUNICATION
OF FLORIDA INTERNATIONAL UNIVERSITY
IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF SCIENCE

FLORIDA INTERNATIONAL UNIVERSITY

Spring 2012

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EXECUTIVE SUMMARY

The primary objective of this campaign is to increase public awareness of dating violence and relationship abuse among youth through a reestablished branding of the Domestic Violence and Sexual Assault Council (DVASC) of Miami. In order to successfully reach the target youth market in Miami-Dade County, this campaign will look at existing DVASC messaging and current media usage and communication trends among the youth target audience. Through this primary and secondary research, it has been deciphered that the most effective way to communicate campaign objectives to the target audience will be through integrated marketing communications tactics, including: a microsite of DVASC's current website, SMS (text message) marketing, e-newsletters, social networking presence, mobile applications, media relations, traditional and online advertising, the creation of a peer street team and the organization of a flash mob to be video archived for future media usage. The flash mob tactic will be engaged at the launch of the campaign implementation and will reoccur strategically throughout different phases of the campaign.

The goals, objectives and tactics of the campaign will be evaluated through a multi-phased evaluation system beginning with individual measurements for each respective tactic throughout the life of the campaign, followed by a final post-campaign survey. The final survey will measure the effectiveness of each tactic and the overall effectiveness of the campaign.

INTRODUCTION

The specific communications challenge to be solved is knowledge and understanding of domestic violence and sexual assault. The lack of awareness and education of the subject and the associated stigmas and falsehoods surrounding the epidemic are the main problem and focus of this campaign. A shortage of prevention messages and the DVSA's lack of social media and traditional media exposure pose a problem for its effectiveness and reach.

Dating violence is a serious problem in the United States. According to a 2012 study by the Center for Disease Control, among adult victims of rape, physical violence, and/or stalking by an intimate partner, 22.4% of women and 15.0% of men first experienced some form of partner violence between 11 and 17 years of age. The same study revealed that approximately 10% of students nationwide report being physically hurt by a boyfriend or girlfriend in the past 12 months.

Dating violence occurs between two people in a close relationship. The nature of this violence can be physical, emotional, or sexual.

- *Physical* occurs when a partner is pinched, hit, shoved, or kicked.
- *Emotional* is associated with threatening a partner or harming his or her sense of self-worth. Examples include name calling, shaming, bullying, embarrassing on purpose, or keeping him/her away from family and friends.
- *Sexual* occurs when the partner forces the other to engage in a sex act when he or she does not or cannot consent.

- *Stalking* refers to a pattern of harassing or threatening tactics that is both unwanted and causes fear in the other person.

PROBLEM STATEMENT

The DVSAAC Miami chapter is a local affiliation of the greater national Domestic Violence and Sexual Assault Council. It is the result of a community-based effort that began in 2001 and exists primarily as a volunteer organization. The most prevalent problem in the chapter is external communication, emphasizing awareness and prevention in the community. The IMC campaign will be focused on a communications plan re-introducing DVSAAC Miami to the community and establishing a comprehensive prevention and awareness campaign for teen dating violence and relationship abuse among Miami-Dade County youth.

SITUATION ANALYSIS

Organizational Analysis

The Domestic Violence and Sexual Assault Council of Greater Miami (DVSAC) is the result of a community-based effort that began in 2001. Primarily a volunteer organization, the Miami-Dade County Alliance for Human Services and the Miami-Dade Domestic Violence Oversight Board earmarked resources in the 2004-2007 funding cycle to support part-time staff to DVSAC. The initial effort in 2001 produced a report, "Miami-Dade County Domestic Violence Report Assessment of Gaps in Services," which was published in 2003. The primary recommendation of the DV Report was creation of a multidisciplinary community-based Council to provide an ongoing forum for discussion, collaboration, and resolution to systemic issues.

Though free, DVSAC is a membership based organization open to individuals and organizations in Miami-Dade County. Members are expected to agree with and support the vision, mission, and values of the Council, to attend meetings regularly (generally monthly), and to participate to implement Council objectives.

DVSAC works closely with community organizations, non-profits and government agencies. Meetings and activities are held regularly in conjunction with its mission and objectives in order to address the issues and concerns of all matters related to domestic violence and sexual assault. The group's stated mission is to support and "envision a healthy, violence-free community where government, criminal justice agencies, the Court, community based organizations, the health care system, the faith community, the business community, the legal community, the sports and entertainment industry, the media, academicians, school personnel, survivors, community activists, and appropriate policy makers work together to reduce Domestic Violence (DV) and Sexual Assault

(SA).” Part of its mission is achieved through sub-committees, one of which is dedicated to teen dating violence prevention (TDVP). The TDVP initiative partners with local and state organizations including -- the Florida Department of Health, the Florida Coalition against Domestic Violence and The Lodge -- to meet its goal of developing a long term, sustainable teen dating violence prevention plan for Miami-Dade County. DVSAC Miami’s members constitute a solid group of community supporters including organizations, advocates and policy makers who envision a healthy, violence-free community. Furthermore, DVSAC is affiliated with influential agents including law enforcement agencies (i.e., State Attorney’s Office and child welfare advocates and service departments) which results in a strong understanding of treatment options and victim resources. DVSAC has no staff and is a volunteer-based organization. DVSAC has long been concerned with the issue of teen dating violence, but has not directly addressed it through prevention and awareness efforts.

Consumer Analysis

The DVAC population widely encompasses the Miami-Dade County community with a minuscule reach into neighboring Monroe and Broward Counties. Within DVSAC Miami are seven sub-committees committed to serving individual populations and causes greatly affected the Miami-Dade County population. For purposes of this campaign, the focus is on the Prevention, Advocacy and Public Awareness Committee (P.A.P.A). Part of PAPA’s mission is to positively empower the millennial and Generation Z demographic through youth dating violence awareness and prevention.

The term millennial refers to American teens and twenty-somethings who are making the passage into adulthood at the start of a new millennium — have begun to forge their

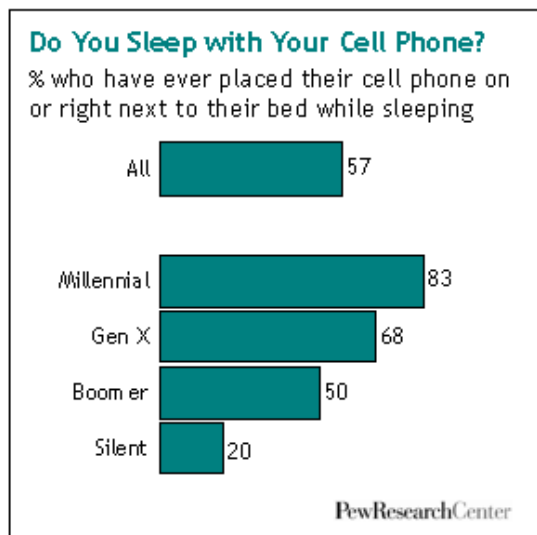
personalities: confident, self-expressive, liberal, upbeat and open to change. Millennials are more ethnically and racially diverse than older adults. They're less religious, less likely to have served in the military, and are on track to become the most educated generation in American history (Pew Research Center). Accordingly, 75 percent of millennials have a profile on social networking sites and, despite the downturned economy, most report having enough money to meet their long-term financial goals. These individuals are in center centers and urban, social spaces in Miami and its suburbs. They enjoy being with their friends in and out of school and frequent public places popular to youth in Miami.

What Makes Your Generation Unique?

Millennial	Gen X	Boomer	Silent
1. Technology use (24%)	Technology use (12%)	Work ethic (17%)	WW II, Depression (14%)
2. Music/Pop culture (11%)	Work ethic (11%)	Respectful (14%)	Smarter (13%)
3. Liberal/tolerant (7%)	Conservative/Trad'l (7%)	Values/Morals (8%)	Honest (12%)
4. Smarter (6%)	Smarter (6%)	"Baby Boomers" (6%)	Work ethic (10%)
5. Clothes (5%)	Respectful (5%)	Smarter (5%)	Values/Morals (10%)

Note: Based on respondents who said their generation was unique/distinct. Items represent individual, open-ended responses. Top five responses are shown for each age group. Sample sizes for sub-groups are as follows: Millennials, n=527; Gen X, n=173; Boomers, n=283; Silent, n=205. Source: Pew Research

The millennial generation is also very technologically advanced and connected to new media. They are early adopters and tend to transition seamlessly between traditional and non-traditional media platforms.



Generation Z refers to individuals born 1995-2012. While still a very new demographic with little known research on behaviors and motivations and no known reporting by the US Census Bureau, the environment in which these individuals is growing up in is highly technical and more diverse than any other generation before it. And, and volunteerism is on the rise which can support DVSAC's efforts and provide several opportunities. DVSAC Miami's opportunities include the fact that youth are early adopters of new technology and can easily adapt to online messaging, mobile media and are easier to alter according to epidemic changes more so than traditional media. Because DVSAC Miami is located in the largest county in the State of Florida, it could be seen as a model for other areas. This may be an advantage to apply for local, state and federal grants. an increasing number of organizations supporting this cause which may saturate the market, mix messages and other volunteer, NPOs already working with this community causing some pockets of the County to become overcrowded while others remain unattended.

Competitive Analysis

Several advocate groups, community and private organizations exist to eradicate and generate awareness for domestic violence and sexual assault, including teen dating violence and relationship abuse. The following national organizations are all dedicated to empowering and educating youth and creating awareness of teen dating violence and relationship abuse, among other forms of abuse. While this list is not exclusive of all organizations in the community, there are an increasing number of organizations supporting this cause which may saturate the market, mix messages and other

volunteer, NPOs already working with this community which could cause some pockets of the County to become overcrowded while others remain unattended

Futures Without Violence

Formerly the Family Violence Prevention Fund, Futures Without Violence works to prevent and end violence against women and children around the world. The program was instrumental in 1994 when it developed the landmark Violence Against Women Act passed by the US Congress. Futures Without Violence trains business and healthcare professionals on improving responses to violence and abuse and works closely with policy makers to build a sustainable community leadership and educate individuals about the importance of respect and healthy relationships.

That's Not Cool

An extension of Futures Without Violence, That's Not Cool is a national public education campaign that uses digital examples of controlling, pressuring, and threatening behavior to raise awareness about and prevent teen dating abuse. In addition to Futures Without Violence, That's Not Cool is also sponsored by the Department of Justice's Office on Violence Against Women, and the Advertising Council. The program's website targets early to middle-aged teenagers with playful videos, mobile downloads and hypothetical scenarios to educate and create awareness of the issue.

Love Is Not Abuse

This program, established by the Liz Claiborne Company in 1991, has been working to end domestic violence by providing information and tools that men, women, children,

teens and corporate executives can use to learn more about the issue and find out how they can help end this epidemic. The program has a grassroots coalition across college campuses and an established curriculum for college students. A robust website includes an interactive brochures, application downloads, a media center with press coverage, and an organized group of materials categorized by and specific to college, home and workplace.

The Anti-Violence Project

The Anti-Violence Project works to empower lesbian, gay, bisexual, transgender, queer, and HIV-affected communities and “allies to end all forms of violence through organizing and education, and support survivors through counseling and advocacy.” The Project works closely with community organizations to educate the public about violence within these subcultures and to reform legislation affecting these populations. Part of its mission is to educate law enforcement, health care professionals, school-based staff, and social service agency personnel on violence issues impacting said communities.

Local, more direct, competitors include several auxiliary units of local law enforcement agencies, locally-affiliated AmeriCorps outfits, health services departments and the following sample:

Project DoVE (Miami-Dade County Police Department)

The Miami-Dade Police Department Project DoVE is a nationally recognized domestic violence education program operating with grant funding support. The program seeks

to educate the public to recognize the signs of a hostile relationship and how to respond before situations escalate to violence. With the county funding, Project DoVE staff conduct presentations targeting young adults and teens in the community and in school during regular work hours. Its staff includes police detectives and Victim Services civilians.

Project JOVEN (YOUTH)

Based out of the University of Miami's School of Nursing and Health Sciences Research, Project JOVEN's purpose is to develop and pilot test a school-based, theoretically grounded, teen dating violence prevention program targeting 9th grade Hispanic students. Taking a community-based participatory approach, the Project works to develop and refine the program for these students with special components for parents and school representatives. Pilot tests are conducted to assess the program's feasibility, acceptability and preliminary efficacy in preventing and reducing the occurrence of TDV and affecting theoretically linked mechanisms of change. The program is co-funded and supported by the Coordinated Victim Assistance Center (CVAC) within the Miami-Dade County Department of Human Services, and Hialeah Senior High School.

Melissa Institute for Violence Prevention and Treatment

The Melissa Institute is a non-profit organization dedicated to the study and prevention of violence through education, community service, research support and consultation. Established by the family and friends of the late Melissa Aptman, the Institute's mission

is to prevent violence and promote safer communities through education and application of research-based knowledge.

Communication Analysis

DVSAC communications, at present, include a website (<http://www.dvsacmiami.org>), web banners for supporting organizations' use and the dissemination of partnering organizations' materials. The DVSAC does not send out its own notifications; however, it does support the communications of other organizations to its respective members.

DVSAC members have worked on several successful initiatives related to dating violence among youth; however, DVSAC as a whole lacks prevention messages in its external communications and website targeted specifically to this demographic. The existing website is efficiently organized into sections for easy user navigation. Targeted to the general public and DVSAC members, the website provides a full listing and links to its membership base, agency spotlights, upcoming events and trainings, statistics and an overview of the organization and its cause. DVSAC communicates primarily with its members through email lists and helps members publicize their respective events and initiatives through DVSAC emails and its website. In monthly meetings, members make presentations to keep each other informed and share resources. The website also lists DVSAC's committees including its Prevention, Advocacy and Public Awareness (PAPA) Committee. The purpose of the PAPA committee is to establish a dialogue with members and the community at large to generate prevention and public awareness messaging on domestic violence and sexual assault. It's goals and objectives fit closely with those of this proposed campaign.

SWOT Analysis

<p>STRENGTHS</p> <ul style="list-style-type: none"> • Solid group of community supporters • Affiliation with influential agents including law enforcement agencies, State Attorney’s Office and child welfare advocates and service departments • Strong understanding of treatment options and victim resources 	<p>WEAKNESSES</p> <ul style="list-style-type: none"> • Limited staffing; volunteer-based • Little brand equity and awareness within general community • Lack of social media presence • No traditional media exposure
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • Youth are early adopters of new technology • Mobile media easier to alter according to epidemic changes more so than traditional media • Miami-Dade County is largest county in State of Florida; act as model for other areas • Revenue opportunities through local, state and federal grants • Volunteerism on the rise to support efforts 	<p>THREATS</p> <ul style="list-style-type: none"> • Sensitive subject • Increasing number of organizations supporting this cause may saturate the market, mix messages • Other volunteer, NPOs already working with this community; some pockets of the County may be overcrowded while others unattended

Based on the SWOT analysis, a primary research study was conducted to evaluate the perceptions, awareness and communication methods surrounding teen dating violence and relationship abuse among two target populations: youth and adults.

PRIMARY RESEARCH

In similar studies of teen dating violence and relationship abuse, researchers suggest that online consumption and behavior often complements that of traditional media.

What's unique, however, to online media is that it encompasses and integrates characteristics of print, broadcast and multiple other forms of media including interpersonal channels.

There were four objectives set for the primary research.

R1: How does the target population obtain specific information related to teen dating violence prevention, awareness and services?

R2: To understand the current beliefs of this issue among youth and adults.

R3: To gain knowledge of the resources and prevention options available to target population.

R4: To understand target's behavior in terms of seeking help and social services related to teen dating violence and relationship abuse.

METHODOLOGY

The research surveyed adults (over the age of 25) and youth (under the age of 25). Participants were given a brief overview of the research purpose and asked to complete an anonymous consent form prior to beginning the survey. A snowball sample of people currently living in Miami-Dade County was chosen as participants. The primary method of dissemination was through social networking sites, such as Facebook and Twitter. Various Miami-Dade County residents were also reached via email. This convenience sample was identified employing the Internet and samples provided by DVSAAC Miami. Contacting both age groups by e-mail was a preferred communication method; however, when unavailable, a request to take the survey was posted on individuals' social media platforms and hand distributed in college classrooms. The survey was created and distributed using the web-based survey software Qualtrics. Two separate surveys and hyperlinks were created and disseminated to the corresponding target population.

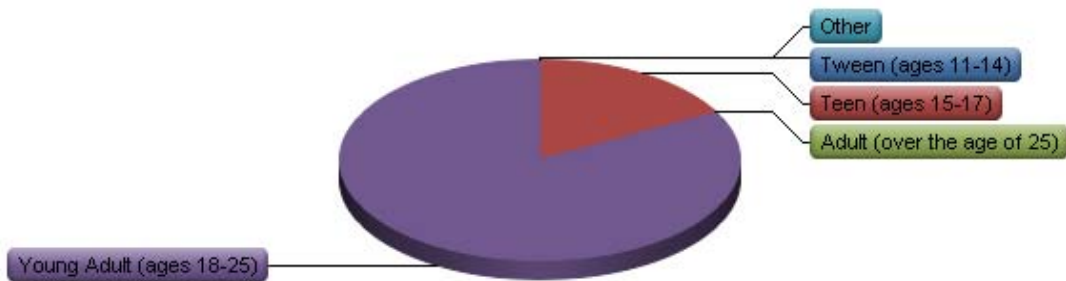
The survey was distributed over a period of nine weeks, starting February 3, 2012 and ending March 30, 2012, and consisted of 124 surveys total. The researcher, a graduate student at Florida International University, distributed the survey to determine how specific variables – age, interaction with friends, interaction with parents, knowledge of teen dating violence and communication methods – were related to the campaign problem and research objectives. Basic demographic questions regarding age were asked to establish proper representation of the target demographic. Additional questions were formulated about possible scenario responses to endangering situations, dating tendencies and likelihood of using specific communication methods as a means to inform and educate them about the problem. The online questionnaire

consisted of measures of perceptions, attitudes, motivations and relationship intentions using 1 to 5 Likert scale, nominal and ordinal questions. Nominal questions were asked for the purpose of gauging the level of awareness people have about teen dating violence and relationship abuse. This is reflected in their answers to questions about TDV and what they know about it. Questions were also asked regarding media habits and usage. Ordinal questions were used to determine the level of importance the respondents attributed to different activities hosted at school related to TDV. Open-ended questions were also used to encourage respondents to share their opinions regarding TDV including listing words that they associated with healthy relationships. The design is direct and straightforward. Respondents were given the opportunity to decline the survey online by choosing not to give their consent. They also had the option to terminate their participation at any given time during the survey. Data analysis included a correlation analysis between organizational, attitudinal and behavioral intentions measures. See Appendix A for the survey.

A review of existing prevention campaigns and programs was also **conducted** to support this study.

FINDINGS

A total of 124 respondents answered the survey completely. The largest age group in the youth category was 18-25 year olds with 83 percent. They were followed by the 15-17 year old age group with 17 percent. Of this group, 97 percent were English speaking dominant; 54 percent identified as Hispanic/Latino followed by White/Non-Hispanic at 26 percent, African American at nine percent and a small group identifying as multi-racial.

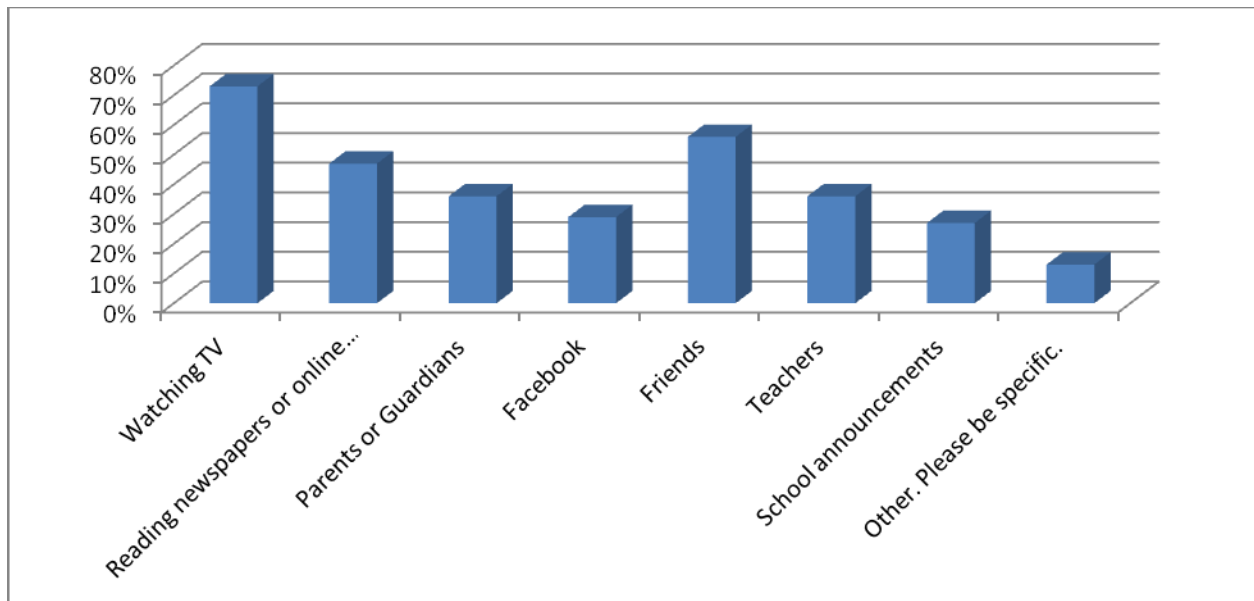


Answer	Response	%
African American/non-Hispanic	3	9%
American Indian/Alaskan Native	0	0%
Asian American/Pacific Islander	0	0%
Hispanic/Latino	19	54%
Multi-racial	2	6%
White/non-Hispanic	9	26%
Other. Please be specific.	2	6%
Total	35	100%

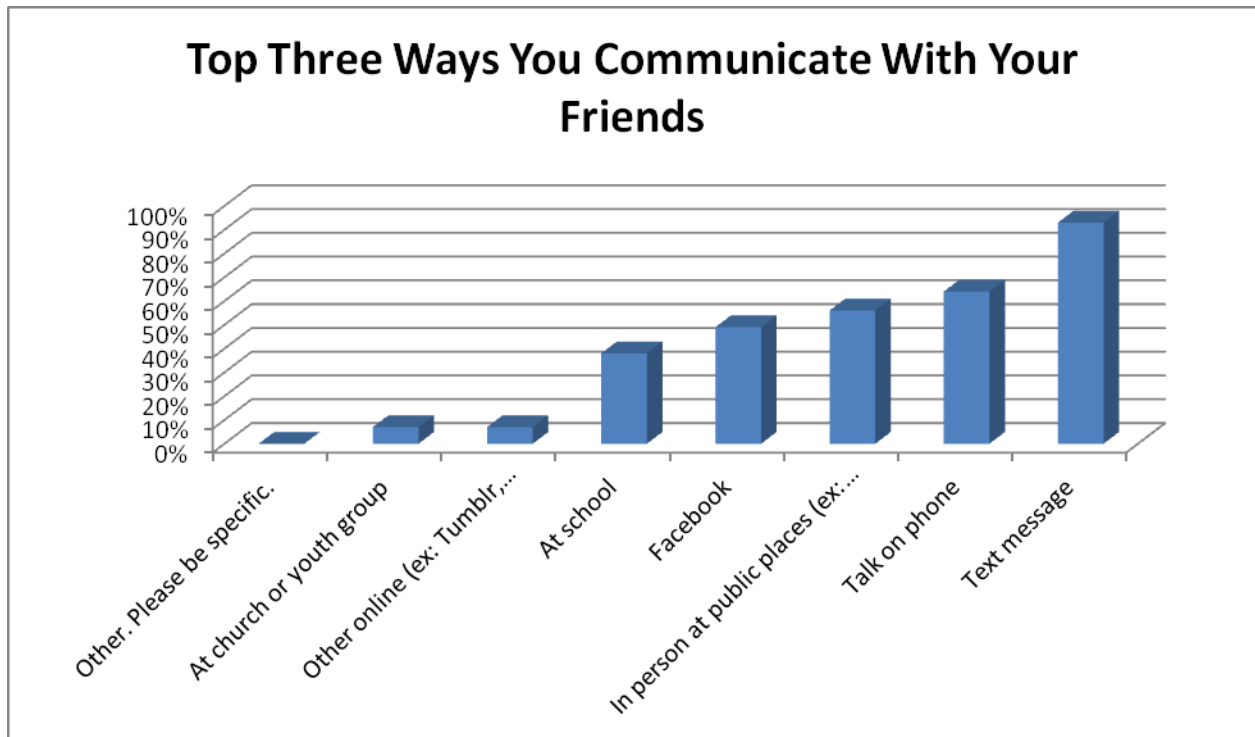
The majority of respondents in the youth category were females (80%).

Answer	Response	%
Female	28	80%
Male	7	20%
Transgender	0	0%
Total	35	100%

Almost three fourths (73%) said they received their news and information on teen dating violence and relationship abuse from watching TV while more than half (56%) reported friends as the primary source of news and information on teen dating violence.



A follow up question asked how respondents primarily communicate with their friends. Text messaging (93%), talking on the phone (64%) and in person at public places (56%) were the top three communication methods for this age group.



Their nature of involvement with friends was highly ranked when asked who they would go to first for relationship advice. More than 60 percent indicated friends as the first person they would approach for such advice followed by a split between parents and no one, each at 11 percent.

Who do you go to first for relationship advice?

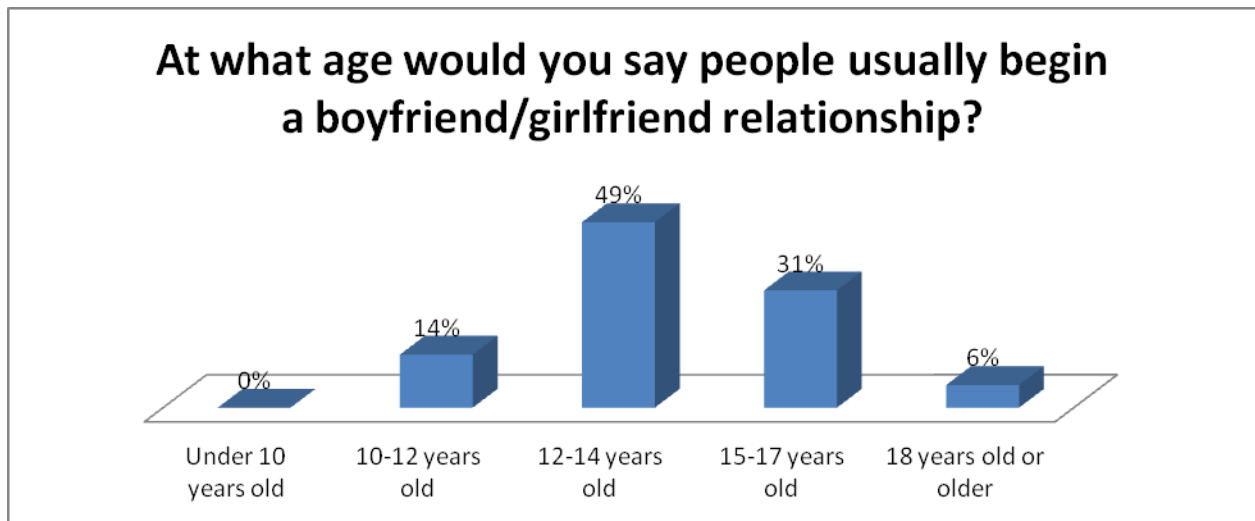
#	Answer	Response	%
1	Parents	5	11%
2	Boyfriend/Girlfriend	0	0%
3	Teacher or counselor	1	2%
4	Friends	29	64%
5	No One	5	11%
6	Other. Please be specific.	1	2%
7	Other adult family member	4	9%
	Total	45	100%

When asked about seeking refuge if in a dating violence or abusive situation, an overwhelming 83 percent again indicated friends. This is consistent with the results described above.

Who would you turn to if you were in a dating violence situation or abusive dating relationship?

#	Answer	Response	%
1	Parents	16	46%
2	Teacher or counselor	6	17%
3	Other adult family member	12	34%
4	Someone else	2	6%
5	Teen Dating Hotline	4	11%
6	Friend	29	83%
12	No one	1	3%
13	Someone from your church	4	11%

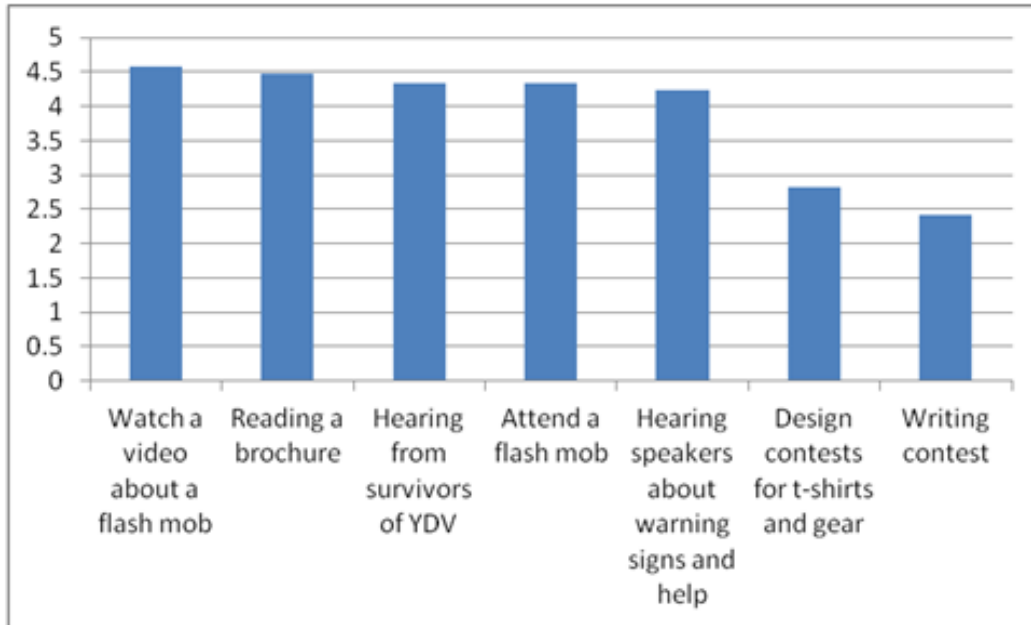
To determine the perceptions of respondents as they related to relationship behaviors, respondents were asked the age at which they feel people usually begin a boyfriend/girlfriend relationship. Forty-nine percent believed boyfriend/girlfriend relationships began between the ages of 12 and 14 years old, followed by 15-17 years old (31%).



Sixty-nine percent of youth respondents said they would know where to go for help and information if they or a friend were in a dating violence situation or similar threatening situation.

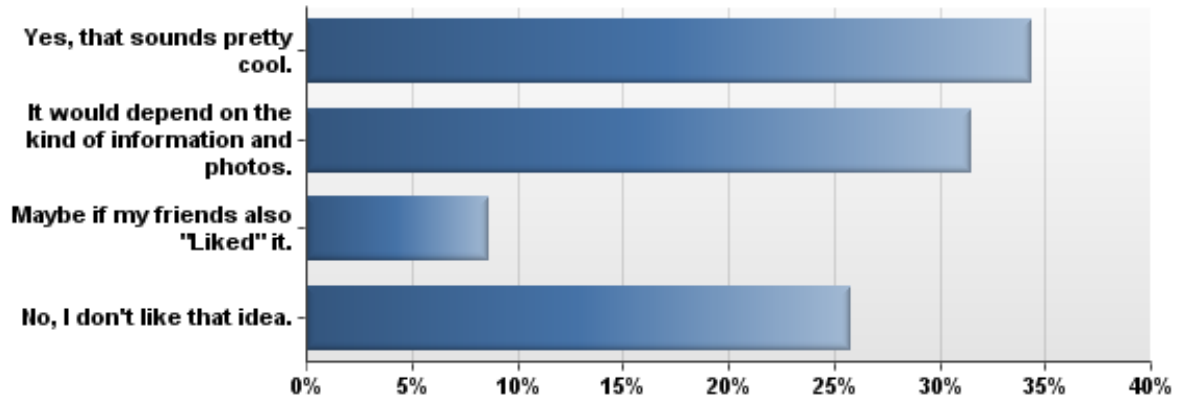
To determine respondents' behaviors and hypothetical engagement with proposed campaign methods, the following questions and results were gathered from the sample.

Likelihood of participation at school: (graph)

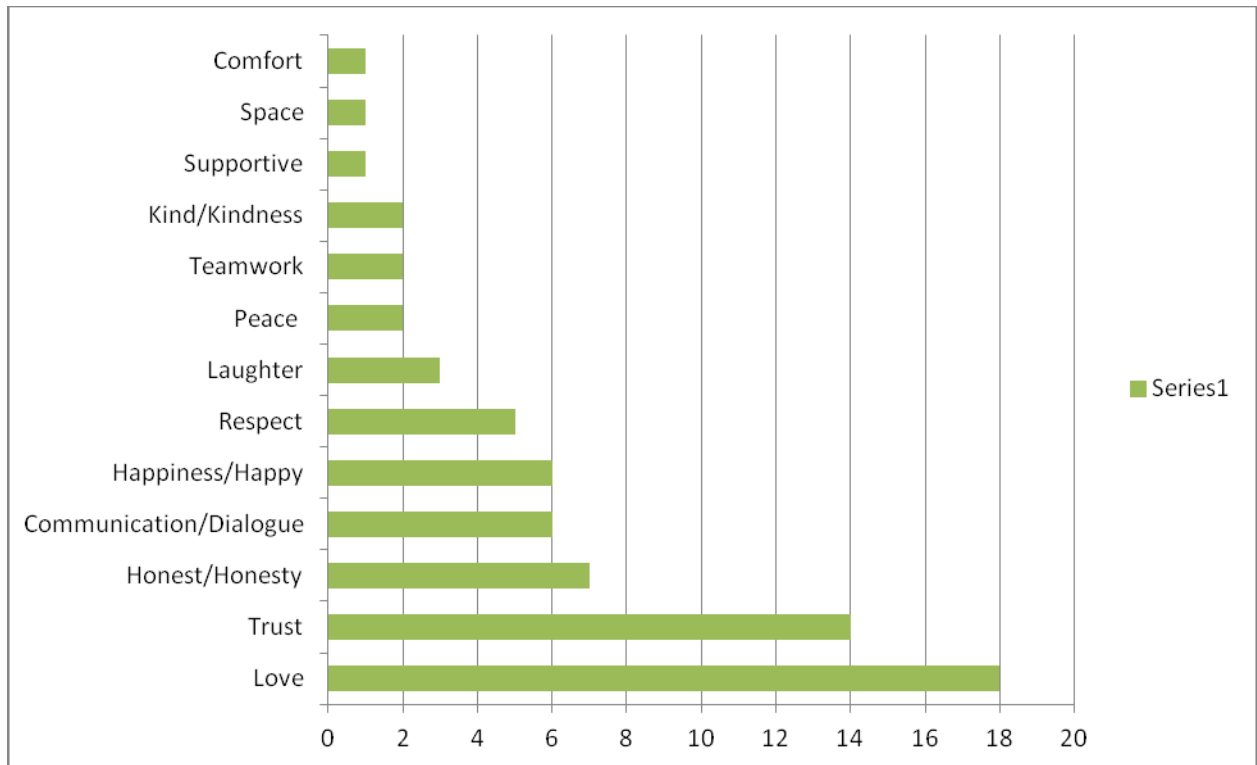


Based on this information, there is a high likelihood of respondents attending a flash mob or watching a video of a flash mob raising awareness for teen dating violence at their school. Traditional media such as brochures, speakers and advocate presentations reported a marginal likelihood for respondents' participation. When asked whether or not they would "Like" a Facebook page related to information, resources and

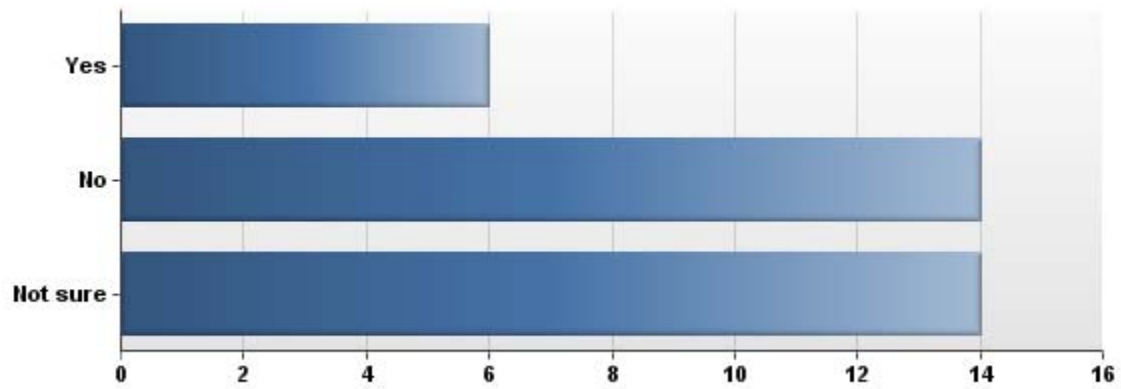
advice related to teen dating violence, respondents chose favorably.



To further measure respondents' perceptions of healthy dating relationships, they were asked to list words that come to mind when thinking of healthy dating relationships.



Would you download an app to your phone if it gave you tips, warning signs, games, real-life stories and other information about teen dating violence prevention and healthy dating relationships?



Limitations

Since the research was conducted on Miami-Dade County residents – whose population is greater than 2,500,000 - findings may not be generalizable to the whole population or to other regions reached by DVSAC Miami. Miami-Dade County encompasses more than 2,000 square miles and has more than 1,393,000 municipalities. Each geographical area has its own culture and this may be particular unique to Miami-Dade county residents only. Conclusions from this study will present a comprehensive view on the various factors that can be improved with a good communications plan aimed at a Miami-Dade audience. Read as a descriptive study, this can be a springboard for future research endeavors on organizational behavior in society.

The overlapping of age groups, 15-17 year olds and 18-25 year olds, presents a limitation to reaching those in the higher age bracket who may not necessarily identify with the word “teen” or “youth” in campaign messaging.

The research acknowledges there is a possibility of other factors affecting TDV awareness and receptiveness to DVSAC Miami that is beyond the organization’s control. Lastly, there is an opportunity for future study in a larger sample of Miami-Dade County residents. The study only focused on 124 total respondents. A bigger research undertaking may analyze a larger sample size attempting to use probabilistic sampling techniques. Future studies could also look at various partner organizations to DVSAC outside of the geographic screening criteria.

Implications

Based on the findings above, the study reached the following conclusions:

More than half of the respondents have been involved in a teen dating relationship at some point in their lives. Respondents feel strongly the need for information related to awareness and prevention of teen dating violence situations. Of this group, the majority communicate primarily with friends for relationship and teen dating violence advice and support through the method of text message and phone conversations. This may indicate that if DVSAC Miami tailored to their needs, they may be enticed to participate in more social and mobile media practices to obtain prevention and awareness materials. The nature of involvement is leaning towards the positive (very and somewhat likely) regarding school activations such as flash mobs and viral videos. This means that were DVSAC Miami to leverage such methods, respondents would be more likely to devote time and effort to it. Their participation also includes Facebook and traditional media such as brochures. Activities and materials in public places where respondents frequent may also increase their level of participation since a large percentage reported communicating with friends in these spaces.

Education and youth development at schools may also result in high levels of participation since 60 percent of respondents stated no information was discussed or received at their school relating to teen dating violence. Alignment with schools and partnering education organizations should be considered as part of the programming for targeting school-aged respondents. Such involvement by the organization would encourage more members to join and actively participate in DVSAC Miami. People,

including parents and welfare advocates, also like development programs for the local community. Seminars and community work groups may motivate individuals to support DVSAC Miami efforts.

Strategic messaging through flash mobs and viral videos may also be used for engagement and prevention and awareness methods. This is supported by findings of high participation probability among school-aged youth.

If everything mentioned in the previous paragraphs were packaged accordingly and communicated well, more teens and adults of teens would be aware of teen dating violence and the services offered by DVSAC Miami.

With regards to communication channels, social networking sites and mobile applications are the best way to reach the target audience. Facebook is a good place to start as is a more youth-conscious DVSAC Miami website. Traditional brochures follow closely, so having a print campaign coupled with an e-mail database and e-mail blast service will help communicate with the target audience. Word-of-mouth initiatives will also work since the majority of respondents seek advice from friends and others before resorting to organizational materials.

RECOMMENDATIONS

Target Market Profile

Based on the primary and secondary research, the target audience has been identified as: Hispanic youth between the ages of 18 and 25 living in Miami-Dade County. These individuals communicate with friends primarily through text message and cell phone conversations. This campaign also targets parents and other adult family members of the aforementioned age group who have an interest in protecting, educating and providing resources for the target population.

IMC Goal

The goal of the IMC campaign is to **increase awareness of dating violence and relationship abuse among youth** by developing a culturally appropriate comprehensive campaign that reestablishes the organization's brand identity and targets prevention messaging for the aforementioned target population. The comprehensive campaign will focus on three key areas: 1) *Promotional component*: Marketing materials using traditional and social media; 2) *Peer-leader component*: Identify relatable youth to serve as ambassadors to target youth; act as model/positive influence; 3) *Launch event*: Big idea event to launch campaign and introduce to target group and secondary group. Since DVSAC Miami has limited resources available on its website and lacks any social or mobile media presence, the organization will need to define its mission and vision through new and improved programming and prevention tactics. Such tactics will be the focal point of the IMC campaign and will utilize IMC tools to send the right messages that will resonate with local community and move them to action.

IMC Objectives

Measureable objectives:

1. To create organizational knowledge of DVSAAC Miami in 40% of the target audience in the Miami-Dade County area within one year of campaign initiation.
2. To establish DVSAAC Miami and REAL Campaign brand image and top of mind reference as the go-to source for prevention messages, advice, resources and support services in 30% of the target audience in Miami-Dade County within one year of the campaign initiation.
3. To establish a DVSAAC Miami presence on Facebook and Twitter with at least 300 page “Likes” within one year of campaign initiation.
4. To host (or co-sponsor) at least three community and school-based REAL Campaign events attended by four partners and 100 target participants within one year of campaign initiation.
5. To establish mobile messaging and application usage with 500 subscribers within three months and a 10% increase of new and unique subscriptions by remainder of campaign.

Creative Summary

The primary objective of the creative message strategy is to create awareness for teen dating violence and connect with the target population. The message must be sound

and resonate with the target audience. The strategy will be based on the principles of Bruce Turkel's Seven Brain Darts:

1. **All About Them.** People care most about things that affect them.
2. **Hearts Then Minds.** People make decisions based on their emotions.
3. **Make It Simple.** To make an impression, message must be succinct and digestible.
4. **Make It Quick.** Get to the point. Don't make audience wait for the explanation.
5. **Make It Yours.** A message is truly powerful only if it is associated with you and your product.
6. **All Five Senses.** Engage as many of your audiences' senses as possible.
7. **Repeat, Repeat, Repeat.** For a message to be effective, it must be stated, supported and enforced.

Taking all these into consideration, the campaign will have the recurring theme of healthy relationship words, symbols and images. The campaign will be titled, "R.E.A.L.," an acronym standing for Respect, Educate, Advocate and Lead. This will be the underlying concept that will tie everything together and use a series of words to play off of the word REAL. For example, "REAL Love," "REAL Truth," "REAL Us" and so forth. The statement will be a call to action and will incorporate words expressed in both the primary research and in vernacular used by today's youth. The use of the word real also implies honesty and authenticity in relationships further based on the IMC objectives.

The whole creative strategy is hinged on the brand promise that it is relevant within the community and influential within the target profile.

The concept of “R.E.A.L” encompasses a lot of meanings. It enables the target audience to have some sense of ownership with the issues affecting their relationships and peers. It is deeply personal and connotes conviction, credibility, responsibility and authenticity of all types of relationships. It is a call to action to be present in relationships and to understand healthy behaviors, personal rights, freedoms and personal responsibilities in one’s own relationship as well as their peers.

In order to achieve the campaign’s objectives, it should have longevity and endurance to repeat the creative message again and again until it dwells in the mental niche of the target audience while staying consistent with the “Seven Brain Darts” previously mentioned. The campaign message, “REAL” enables the creative team to come up with different ways to show something seemingly sensitive and taboo to be within reach for anyone and attainable for all target audience members. These images and symbols in mobile media, marketing and advertising tactics create the unifying concept embodied by DVSAC Miami.

Real Love

Real Peace

Real Trust

The Real Us

Real Happiness

The Real You

Real Laughter

The Real Me

These word combinations will be used consistently throughout the campaign to match the respective program, activity and platform initiated.

Advertising Copy Platform

Several advertising copy strategies will be used for the campaign's actual collaterals and deliverables. These parts are cohesive with the overall creative brief and marketing strategy section. It follows the same strategy and messaging from marketing to advertising to the actual execution.

The Challenge

To create awareness of DVSAC Miami and teen dating violence, through its mission, vision, resources and benefits it brings to members and target market profile. The IMC plan will be focused on introducing DVSAC Miami into the minds of the target market profile when thinking about teen dating violence prevention and awareness.

Target Audience

The target audience for this DVSAC Miami campaign is millennials between the ages of 18-25 years old. They are students living, socializing and possibly working in Miami-Dade County. They are passionate about their goals in life. A more detailed description is included in the Target Market Profile section.

Marketing Problem Advertising Can Solve

To increase organization awareness regarding DVSAC Miami, establish brand image based on our positioning statement and educate the target audience on prevention and

awareness methods central to teen dating violence and relationship abuse – while providing DVSAC Miami as the source of materials and resources.

Audience Action Statement

We want the audience to think that DVSAC Miami is the preeminent source of information that speaks to them, for them in all matters related to teen dating violence and relationship abuse. It is the organization that is relevant to their needs and interests and is in the community to serve them.

Competitive Set

The frame of reference is other community response and social change agencies in Miami-Dade County in addition to a small percentage of similarly focused national organizations. Main competitors are Project DoVE, Project JOVEN, the Melissa Institute and nationally, the Anti-Violence Project. Secondary competitors are other local NPOs with a commitment to serving this target population.

Benefit/Pay-Off to Target Market

Sound and relevant programs and collateral that speak to the target market's interests and affiliations.

Brand Personality

Respectful, knowledgeable, non-threatening, youthful (yet mature), action-oriented and inspiring.

Tone

Serious but informal, creative, witty, factual and bold

Mandatories or Legal Requirements

DVSAC Miami colors and logo will be included throughout the IMC campaign. The collaterals will also include website, Facebook and Twitter URLs where the public can get more information about DVSAC Miami.

IMC Tools and Tactics

This section details the IMC tools and media that will be used for this comprehensive awareness campaign. The main goal of the media strategy is to increase awareness of DVSAC Miami and teen dating violence prevention and awareness efforts. It also aims to establish brand identity of DVSAC Miami, create positive associations, stimulate trial and cultivate brand loyalty leading to repeated participation in the organization's events, activities and resource offerings. Our target market will be reached through below-the-line media channels with a mix of alternative media. Because of its non-profit nature, DVSAC Miami is not able to allocate a large budget for the REAL campaign launch. Instead, it will rely on heavily of sponsorship, barter and public relations to promote in traditional tri-media and mainly internet marketing to be able to reach the goals mentioned above.

Based on the primary and secondary research, the target market is Hispanic and White Non-Hispanic, English-speaking youth between the ages of 18 and 25 living in Miami-

Dade County. These individuals communicate with friends primarily through text message and cell phone conversations. This campaign also targets parents and other adult family members of the aforementioned age group who have an interest in protecting, educating and providing resources for the target population.

To be able to catch their attention wherever they are, the first six months of the campaign will focus on SMS marketing, social networking, website and e-mail notifications. Among these, SMS marketing and social networking sites will be utilized the most since research shows the target audience is more susceptible to getting their information from these sites. E-mail notifications will be used for visual purposes to inform about the activities and benefits of the organization and to establish its brand image. The website will be used as the one-stop hub to get all the information about DVSAC Miami.

The campaign will focus on continuous continuity pattern, as usage remains relatively at the same levels all year round. However, mostly internet and public relations strategies will be employed on the first six months of the campaign. The latter part of the campaign will be additional new media and event strategies.

First and foremost, is to establish a stronger online presence for DVSAC Miami which speaks directly to all of its constituents. Having a uniform and strong online presence all help facilitates communications and connects easily to traditional media platforms.

Micro (web)site

- A micro-site or tab on the main DVSAC Miami website related specifically to the REAL Campaign.
- Have clearly identified mission, vision and goals consistent with campaign
- Content will build upon already established TDV materials all under the new REAL identity. Opportunity to make previous TDV work available to target audience.
- Calendar of Events specific to REAL campaign
- Blog – By establishing a blog, the website offers a personalized reporting through the eyes of the writer. A first person account of services, resources, experiences and the like. Bloggers and guest writers can consist of DVSAC members, DV/TDV victims, health care professionals, law enforcement agents, advocates and others blogging about relevant and topical information. By enabling comments to the blog, DVSAC Miami can further engage in its membership base and target audience.

Mobile Application

Research validated that the majority of the target market population spends a significant amount of time on their mobile devices. With limited resources for mobile development, there are existing programs to help DVSAC Miami build and publish a software application optimized for e-readers, mobile browsers, including smartphone platforms.

Such programs as Brightcove App Cloud will enable DVSAC Miami to build both a native app and mobile-friendly website in less time with fewer resources. In addition to ease and functionality, Brightcove App Cloud provides troubleshooting and automatic update support, making it easier for DVSAC Miami to maintain full control on content and messaging.

SMS Marketing

SMS, or text message, marketing is a competitive way to connect and stay in touch with the target population. As the research indicates, the majority of respondents communicate with peers via text message. SMS marketing allows messaging to be succinct (160 characters max.) and speak directly to the opt-in subscribers. SMS also encourages abbreviations which allows for use of target population's vernacular.

Social Networking Sites

The next step is establishing presence in social networking websites. Research validated that the majority of the target market get their information from such social networking sites as Facebook, Twitter and online news RSS feeds. Currently, DVSAC Miami does not have a presence in this arena. By creating it once and updating the feeds regularly, content will be fresh, current and speak volumes to the target market. Each site should also have a link back to the DVSAC Miami website to complete the online media cycle. In addition to a main Facebook page for DVSAC Miami, a secondary Facebook Group page is recommended for the actual REAL campaign. This will enable the target market to go straight to the source and get information pertaining specifically to this campaign. The organization should also establish a presence on

other networking sites such as LinkedIn in order to reach the adult age group and those on the higher end of the target market profile. Such micro blogging sites as Twitter are also highly suggested. With the advent of the iPhone, smartphones and PDA, Twitter is a real-time, up-to-the-minute tool that can alert subscribers about DVSAC Miami events and updates. It can also function as a reminder for DVSAC Miami's mission and plays an active role in communicating teen dating violence tips, statistics and resources in a dynamic, on-the-go method. Establishing a Twitter handle named, "@DVSAC_MIA" and hashtags #DVSAC_REAL, #DVSAC_Miami will help trend the cause and establish brand identity through social networking sites.

To easily maintain social networking sites, it is recommended that programs like Hootsuite or TweetDeck be used to capture all the activity in one desktop format. By aggregating all accounts through such a service, feeds can be scheduled in advanced, trends can be followed and interaction tracked in order to better communicate the message and test effectiveness and reach.

Monthly e-newsletter

Enlisting the help of such online services as Constant Contact or MailChimp, will enable DVSAC Miami to easily create and disseminate a monthly e-newsletter. A regular notification such as this will recap the monthly meetings, detail ongoing programs, update readers on new legislation and follow DVSAC Miami in its endeavors. Lastly, an offshoot of the monthly e-newsletter can be established specifically for the REAL campaign. This sub-newsletter will be exclusive for the campaign's target market and will follow the content, messaging and theme of the campaign.

Advertising

To accompany the above tactics, select advertising methods are suggested for the first year following campaign activation.

MomsMiami.com – Part of the Miami Herald, this is the online destination for South Florida parents to get and give advice on parenting issues. Learn about local family-centric community events, discover the best things to do with children and connect with other local parents.

Miami Herald Neighbors section – These inserts run Thursday through Sunday and are tailored to community-specific news, information, events, and human interest stories.

Miami Herald – Everything for Kids – Combines the above two advertising options and adds an insertion in El Nuevo Herald's Wednesday zoned issue.

Mall Intercepts: Food Court Media – Tabletop media at select area malls reach the target audience in places where they congregate, pause and socialize the most in public places.

Public Relations

Realizing the more extensive resources needed to fulfill advertising tactics, a strong public relations strategy will be built into the campaign. When advertising is used, public relations will support and complement the tactics. Events and activities by the organization can be promoted through news media. Regular press releases and media alerts for local media can be scheduled in advance, during and after each event or

activity – particularly for the flash mob launch. Media relations will play an important role in the public relations by staying proactive and top of mind with media.

To support all public and media relations, a formal press kit is recommended consisting of:

- DVSAC Miami fact sheet with DV/TDV statistics
- Past DVSAC Miami achievements/reports and brief description of each
- Description of DVSAC Miami committees with chair contacts
- Listing of upcoming events
- One pager on REAL Campaign

Street Team (Peer Component)

Aside from the objectives fulfilled by online marketing efforts and public relations, this tool will be used to fulfill and entice organizational usage in the target audience by attending DVSAC Miami-sponsored events throughout the campaign implementation. In line with the Selling Strategy “Respect, Educate, Advocate and Lead” the campaign promotions will feature a play on words using the word REAL.

The “street team” will consist of volunteers who will act as representatives of DVSAC Miami throughout each REAL campaign touch point. The team will be comprised of ten volunteers, who will be trained thoroughly prior to the respective activity. Once trained, the volunteers will be well versed in the campaign purpose and exude enthusiasm for DVSAC Miami and its initiatives. By identifying volunteers who are relevant and

influential to the target audience, this street team will also serve as the peer component of the campaign.

Flash Mob

Aside from the objectives fulfilled by IMC tools listed above, this tool will be used to fulfill the campaign's "Big Idea." This tactic is a spontaneous public performance, usually a dance, that appears seemingly out of nowhere with just one person, grows to hundreds of people, and then quickly disappears. For purposes of this campaign, the flash mob will be the launch of the REAL campaign giving it purpose, creativity and surprise. To encourage participation, event marketing will leverage the DVSAC Miami website, social networking sites and word-of-mouth marketing.

This big idea will inform the community, particularly the target audience, about DVSAC Miami and introduce the REAL campaign tailored to teen dating violence prevention and awareness. It is also a good venue to collect contact information that will serve as the mailing list for future email blast and e-newsletters. This can be done by having the attendees register at the entrance or texting "REAL" to a particular number in order to subscribe to DVSAC Miami notifications.

The event will take place in popular locale frequented by the target audience (i.e. Sunset Place, Dolphin Mall, Aventura Mall). Such locations will have food and movie theatre or entertainment anchors which serve as congregating hot spots for target audience. The event will ideally take place in the weekend, evening hours when the majority of this population is out at these places.

During the event, the attendees will be provided with information on how to subscribe to DVSAAC Miami notifications including SMS marketing. Pop-up booths will house marketing collateral and a kiosk to sign-up on the spot for target population to learn more about the campaign. Potential partner organizations will also have the opportunity to become members of DVSAAC Miami. This will aid in increasing organization membership and subscribers to notification database.

The entire event will repeat itself in February 2013 in conjunction with Teen Dating Violence Awareness Month.

Actual Flash Mobs:



Partnerships

DVSAC Miami already has solid partnerships within the community. Partnerships are mutually beneficial to both parties because cross-promotion allows them to expand the promotion's reach and frequency. Leveraging the relationship with each existing partner is recommended throughout the campaign.

Budget*

For 1-year implementation of REAL Campaign May 2012-April 2013

On-Line (website)	0
Advertising: Herald/MomsMiami.com <i>(\$260/month at 11 insertions)</i>	\$2,860
Advertising: Mall kiosks <i>(\$1,100/month at 6 insertions)</i>	\$6,600
Advertising: Facebook <i>(\$150/month at 11 insertions)</i>	\$1,650
E-newsletter (Dissemination) <i>(\$75/month at 11 insertions)</i>	\$825
Flash Mob (w/ video archive) <i>(\$300 per Flash Mob)</i>	\$600
Mobile Application (Design/Implementation)	\$15,000
Brochure (Design/Printing)	\$500
Branded t-shirts (1000 pcs.)	\$1,200
Branded promotional Items (1000 pcs.)	\$1,200
SMS Marketing (Service) <i>(\$18/month per 1000 msgs. at 12 months)</i>	\$216
<hr/>	
TOTAL	\$30,651

**Budget is designed with in-kind sponsorships and staffing of college interns in mind.
Price quotes are effective for 6-months from date of proposal (May 2012).*

Evaluation

As mentioned in the previous section, the campaign will be evaluating its effectiveness all throughout the duration of the campaign. A monthly survey will be sent out to those who participate in DVSAC Miami events and programs. This will allow them to air out their comments, suggestions and other feedback on how to improve the programming and collateral.

Following each tactic implementation, an evaluation system consisting of page views, downloads and interaction statistics will be put in place to track the progress of each respective tactic.

For the micro-website tactic, objectives will be evaluated by page views during the life of the campaign using programs such as Google Analytics and other monitoring software.

For the mobile application tactic, objectives will be evaluated and the number of unique subscribers and downloads and interaction based on embedded analytics. For the SMS marketing tactic, objectives will be evaluated by the number of unique subscribers throughout the campaign life cycle. For the social networking tactics, objectives will be evaluated by the number of postings on the part of DVSAC, its partners and the public.

Using Facebook and Twitter's built-in analytics, evaluation will take place on the number of unique followers and the consistent use of the pages for the dissemination and sharing of campaign information. The use of Twitter hashtags will provide additional evaluation on events and topical subjects communicated throughout the campaign. For the monthly e-newsletter tactic, objectives will be evaluated through the number of unique subscribers and feedback provided through periodic surveys based on the

information disseminated in the newsletters. For the advertising and public relations tactic, objectives will be evaluated by measuring the media tone in press clippings, clipping counts, and additional evaluation based on clicks from the online advertising methods. Mall and street intercept surveys will provide evaluation for the traditional and mall advertising tactics. For the street team and flash mob tactics, objectives will be evaluated through in-person surveys at respective events and by YouTube views, sharing and comments of the flash mob video over the course of the campaign.

At the end of the campaign period, a survey will be sent out to assess how much of the objectives were met. This survey will be similar to the survey methodology used in the Primary Research section. The target sample will be increased to reach new participants who were not identified in the original sample. The questions regarding DVAC Miami will remain the same with new questions added pertaining specifically to activities taking place throughout the campaign implementation. This will be an effective way to gauge how successful to campaign was in fulfilling the marketing communications and advertising objectives it originally set out to do.

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APPENDIX

1. Hello! You are being invited to participate in a graduate student's research project for Florida International University's School of Journalism and Mass Communication in collaboration with the Domestic Violence and Sexual Assault Council (DVSAC) of Greater Miami. Information from this survey will help the graduate student in her research on teen dating violence and relationship abuse among youth. The questions are easy and quick to answer and, of course, there are no right or wrong answers. We just need your truthful opinions. This survey is completely voluntary, without any risks or benefits to you, the respondent. You may opt out of it whenever you like. All data gathered from this study is completely confidential and is only for the purposes of this study. The survey should take 10 - 15 minutes to complete. If you are under the age of 18, please get parental consent before beginning the survey. Please select "Accept" to continue or you may close your browser to exit. If you have any questions, please contact: Heather Radi Graduate Student Email: hradi001@fiu.edu or Maria Elena Villar, Ph.D, MPH Faculty Supervisor Phone: (305) 919 - 5795 Email: mevillar@fiu.edu FIU School of Journalism and Mass Communication Thank you!

#	Answer		Response	%
1	Accept		52	100%
	Total		52	100%

Statistic	Value
Min Value	1
Max Value	1
Mean	1.00
Variance	0.00
Standard Deviation	0.00
Total Responses	52

2. Where do you get your news and information on teen dating violence and relationship abuse? (Select all that apply)

#	Answer	Response	%
1	Watching TV	33	73%
2	Reading newspapers or online news sites	21	47%
3	Parents or Guardians	16	36%
4	Facebook	13	29%
5	Friends	25	56%
6	Teachers	16	36%
7	School announcements	12	27%
8	Other. Please be specific.	6	13%

Other. Please be specific.
Twitter
research
rites of passage an all girls club
Statistics from national websites about teen domestic violence
Sorority
Radio

Statistic	Value
Min Value	1
Max Value	8
Total Responses	45

3. Who do you go to first for emotional support when you are in trouble?

#	Answer	Response	%
1	Parents	20	44%
2	Boyfriend/Girlfriend	11	24%
3	Teacher or counselor	0	0%
4	Friends	11	24%
5	No one	1	2%
6	Other. Please be specific.	0	0%
7	Other adult family member	2	4%
	Total	45	100%

Other. Please be specific.

Statistic	Value
Min Value	1
Max Value	7
Mean	2.33
Variance	2.68
Standard Deviation	1.64
Total Responses	45

4. Who do you go to first for relationship advice?

#	Answer	Response	%
1	Parents	5	11%
2	Boyfriend/Girlfriend	0	0%
3	Teacher or counselor	1	2%
4	Friends	29	64%
5	No One	5	11%
6	Other. Please be specific.	1	2%
7	Other adult family member	4	9%
	Total	45	100%

Other. Please be specific.

Female cousin

Statistic	Value
Min Value	1
Max Value	7
Mean	4.07
Variance	2.06
Standard Deviation	1.44
Total Responses	45

5. Who is your favorite celebrity (music, movie or TV star)?

Text Response

nicki minaj

Adele

Without a doubt, Stephen Colbert. That man is America.

Taylor Swift

Kim Kibum of SHINee

dwayne wade

Rie Kugimiya

Channing Tatum

Sofia Vergara

eva longoria

mary j blige

John Legend

Beyonce

maroon 5

Angeline jolie

Anthony Bourdain

Kristen Wigg

Donnie McClurkin

dwayne wade

Don't have one specific favorite

Jennifer Lawrence

Rachel McAdams

Adele

Taylor swift

Justin Timberlake

Ryan Gosling

Kanye West

Jennifer Aniston

Lady Gaga

Stephen Fry

Tupac

Taylor swift

Audrey Hepburn
Justin Timberlake
Usher
Anne Hathaway
Brooke Fraser
Rihanna
Katy Perry
George Clooney
Mana
Eminem
Michael buble
Beyonce
Sandra Bullock

Statistic	Value
Total Responses	45

6. Who do you consider to be your role model?

Text Response

my mom and nicki minaj

Mom

My mom.

No one specific

my mom

lil wayne

Kenshi Masaki

Mother

My mom

mom

my mom

Jamie Smith, investor

successful adults

my dad

grandmother

dont really have one

Shaun White

My adopted Grandparents- Karen and Alfred Clark

grandma

Jesus :) Seriously, though.

My parents

Christina Aguilera

My mom

Don't really have one.

My mom

My mom

Mother

My grandparents

Anderson Cooper/My mother/Lynne Farber

Jeremy Clarkson

Ghandi

My mom

My Father
Nina Dobrev
My Mom
my mom
The virgin Mary (I'm not kidding)
My sisters
My mother
mom
My mom
My mother
Mom
My mom
My parents for different reasons each

Statistic	Value
Total Responses	45

7. Select the top three (3) ways you communicate with your friends.

#	Answer	Response	%
1	Talk on phone	29	64%
2	Text message	42	93%
4	Facebook	22	49%
5	At school	17	38%
6	Other online (ex: Tumblr, email, other blog/micro blog sites)	3	7%
7	In person at public places (ex: mall, movies, food places, etc.)	25	56%
8	At church or youth group	3	7%
10	Other. Please be specific.	0	0%

Other. Please be specific.

Statistic	Value
Min Value	1
Max Value	8
Total Responses	45

8. At what age would you say people usually begin a boyfriend/girlfriend relationship?

#	Answer		Response	%
1	Under 10 years old		0	0%
2	10-12 years old		5	14%
3	12-14 years old		17	49%
4	15-17 years old		11	31%
5	18 years old or older		2	6%
	Total		35	100%

Statistic	Value
Min Value	2
Max Value	5
Mean	3.29
Variance	0.62
Standard Deviation	0.79
Total Responses	35

9. How much would you say your parents know about your boyfriend/girlfriend relationships or hooking up experiences?

#	Answer		Response	%
1	Everything		1	3%
2	Alot		11	31%
3	Some		15	43%
4	Not very much		6	17%
5	Nothing		2	6%
6	Other. Please be specific.		1	3%

Other. Please be specific.

I got pregnant & so they HAD to know everything.

Statistic	Value
Min Value	1
Max Value	6
Total Responses	35

10. Which of these would you say is normal in a dating relationship of people in your age group? (Select all that apply) This includes relationships between a guy and a girl or between two girls or between two guys.

#	Answer	Response	%
1	Kissing on cheek	19	54%
3	Touching or Feeling up	17	49%
4	All this and more	28	80%
6	Kissing on lips	19	54%
7	French Kissing	18	51%
8	Holding hands	20	57%
9	Hugging	20	57%
15	Other. Please be specific.	0	0%

Other. Please be specific.

Statistic	Value
Min Value	1
Max Value	9
Total Responses	35

11. If you saw signs of dating violence or relationship abuse in a friend's relationship, how would you respond or get involved?

#	Question	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree	Responses	Mean
1	I would say something and get involved.	0	0	8	18	9	35	4.03
2	I would not want to get involved.	11	13	8	2	1	35	2.11
3	It would be too dangerous to get involved.	10	13	9	3	0	35	2.14
4	It's none of my business.	9	16	6	4	0	35	2.14
5	I would tell someone else to get involved.	1	5	11	12	6	35	3.49
6	I don't know how I would respond.	7	6	12	7	3	35	2.80

Statistic	I would say something and get involved.	I would not want to get involved.	It would be too dangerous to get involved.	It's none of my business.	I would tell someone else to get involved.	I don't know how I would respond.
Min Value	3	1	1	1	1	1
Max Value	5	5	4	4	5	5
Mean	4.03	2.11	2.14	2.14	3.49	2.80
Variance	0.50	1.05	0.89	0.89	1.08	1.52
Standard Deviation	0.71	1.02	0.94	0.94	1.04	1.23
Total Responses	35	35	35	35	35	35

12. If you or a friend were in a dating violence situation or similar threatening situation would you know where to go for help and information?

#	Answer	Response	%
1	Yes		24 69%
2	No		11 31%
	Total	35	100%

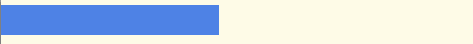





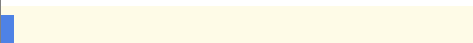

Statistic	Value
Min Value	1
Max Value	2
Mean	1.31
Variance	0.22
Standard Deviation	0.47
Total Responses	35

13. If you or your friend was in a teen dating violence situation which of these would you do or recommend they do?

#	Answer		Response	%
1	Call 911/Police Station		18	51%
2	Call a teen help line like Teenline or Teen Link Hotline		17	49%
3	Tell parents		22	63%
4	Tell another adult that can help		22	63%
5	Tell a teacher or school official		11	31%
6	I would not do or say anything		0	0%
7	Tell someone at church		6	17%

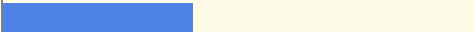

Statistic	Value
Min Value	1
Max Value	7
Total Responses	35

14. Who would you turn to if you were in a dating violence situation or abusive dating relationship?

#	Answer		Response	%
1	Parents		16	46%
2	Teacher or counselor		6	17%
3	Other adult family member		12	34%
4	Someone else		2	6%
5	Teen Dating Hotline		4	11%
6	Friend		29	83%
12	No one		1	3%
13	Someone from your church		4	11%

Statistic	Value
Min Value	1
Max Value	13
Total Responses	35

15. Does your school talk about or give information about teen dating violence or relationship abuse?

#	Answer		Response	%
1	Yes		14	40%
2	No		21	60%
	Total		35	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.60
Variance	0.25
Standard Deviation	0.50
Total Responses	35

16. How likely would you participate in any the following teen dating violence prevention activities if they were available at school?

#	Question	Very Unlikely	Unlikely	Somewhat Unlikely	Undecided	Somewhat Likely	Likely	Very Likely	Responses	Mean
1	Writing contest about ways to prevent teen dating violence	13	11	3	2	2	1	2	34	10.41
2	Design contests for t-shirts and gear promoting safe and healthy dating relationships	9	11	3	3	4	2	2	34	10.88
3	Hearing from someone who was once part of a teen dating violence situation	4	5	1	5	7	7	5	34	12.38
4	Events with speakers about warning signs of teen dating violence and where/ho	4	5	2	3	12	3	5	34	12.26

	w to get help									
5	Reading a brochure about healthy dating relationships	2	3	5	5	14	3	2	34	12.2 6
6	Watch a video about a flash mob raising awareness for teen dating violence	3	4	3	3	10	4	7	34	12.5 6
7	Attend a flash mob to raise awareness for teen dating violence	4	6	2	3	11	4	4	34	12.1 5

Statistic	Writing contest about ways to prevent teen dating violence	Design contests for t-shirts and gear promoting safe and healthy dating relationships	Hearing from someone who was once part of a teen dating violence situation	Events with speakers about warning signs of teen dating violence and where/how to get help	Reading a brochure about healthy dating relationships	Watch a video about a flash mob raising awareness for teen dating violence	Attend a flash mob to raise awareness for teen dating violence
Min Value	9	9	9	9	9	9	9
Max Value	15	15	15	15	15	15	15
Mean	10.41	10.88	12.38	12.26	12.26	12.56	12.15
Variance	3.10	3.50	4.00	3.78	2.32	3.77	3.77
Standard Deviation	1.76	1.87	2.00	1.94	1.52	1.94	1.94
Total Responses	34	34	34	34	34	34	34

17. Would you download an app to your phone if it gave you tips, warning signs, games, real-life stories and other information about teen dating violence prevention and healthy dating relationships?

#	Answer		Response	%
1	Yes		6	18%
2	No		14	41%
3	Not sure		14	41%
	Total		34	100%

Statistic	Value
Min Value	1
Max Value	3
Mean	2.24
Variance	0.55
Standard Deviation	0.74
Total Responses	34

18. Would you sign up for a service that would let you text message a teen help line to get more information or help of some kind to use when you are in a threatening situation or if you have questions about teen dating violence and healthy dating relationships?

#	Answer	Response	%
9	Yes	13	38%
10	No	13	38%
11	Not sure	8	24%
	Total	34	100%

Statistic	Value
Min Value	9
Max Value	11
Mean	9.85
Variance	0.61
Standard Deviation	0.78
Total Responses	34


19. Would you "Like" a page on Facebook if it had tips, warning signs and support advice for teen dating violence?

#	Answer		Response	%
1	Yes, that sounds pretty cool.		12	34%
2	It would depend on the kind of information and photos.		11	31%
3	Maybe if my friends also "Liked" it.		3	9%
11	No, I don't like that idea.		9	26%
	Total		35	100%

Statistic	Value
Min Value	1
Max Value	11
Mean	4.06
Variance	17.53
Standard Deviation	4.19
Total Responses	35

20. Which of these do you think is part of teen dating violence or relationship abuse? (Select all that apply)

#	Answer		Response	%
1	Pushing or hitting the other person		35	100%
2	Constantly calling or texting the other person		18	51%
3	Threatening suicide if the other person broke up with them		32	91%
4	Making the other person feel scared		32	91%
5	Starting fights that never seem to end		21	60%
6	Threatening to "out" the other person		26	74%
7	Making the other person feel bad about them self, their friends or family		30	86%
8	Pressuring or forcing the other person to have sex		32	91%
13	Threatening to tell the other person's parents or friends private things about them		28	80%

14	Always accusing the other person of cheating		21	60%
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Statistic	Value
Min Value	1
Max Value	14
Total Responses	35

21. How common do you think teen dating violence or relationship abuse is in the following?

#	Question	Very Uncommon	Uncommon	Somewhat Uncommon	Not Sure	Somewhat Common	Common	Very Common	Responses	Mean
1	Elementary school students	14	11	3	3	3	1	0	35	10.23
2	High school students	0	0	2	1	15	11	6	35	13.51
3	Boyfriend/Girlfriend couples	0	0	0	6	10	12	6	34	13.53
9	Middle school students	2	8	8	1	9	5	2	35	11.86
10	Boyfriend/Boyfriend couples	2	0	4	6	12	7	4	35	12.80
11	Girlfriend/Girlfriend couples	1	1	4	6	11	9	3	35	12.83
12	College students	0	0	2	1	13	11	8	35	13.63

Statistic	Elementary school students	High school students	Boyfriend/Girlfriend couples	Middle school students	Boyfriend/Boyfriend couples	Girlfriend/Girlfriend couples	College students
Min Value	9	11	12	9	9	9	11
Max Value	14	15	15	15	15	15	15
Mean	10.23	13.51	13.53	11.86	12.80	12.83	13.63
Variance	2.06	1.02	0.98	3.07	2.22	1.97	1.12
Standard Deviation	1.44	1.01	0.99	1.75	1.49	1.40	1.06
Total Responses	35	35	34	35	35	35	35

22. What words come to mind when you think about healthy dating relationships?

Text Response

love, respect

Supportive encouraging love

People who work through their trials and tribulations together in a respectful and mindful manner.
People who are aware of each other's needs.

Respect, honesty, loyalty

trust, communication, love, and respect

trust

pleasant, kind, relieving, honest, etc.

trust, love, honesty, teamwork, happiness

loving caring

awesome

trust, healthy, respect, dialogue, laughter

trust, communication, respect, honesty

trust, love, honesty

Peace, Trust

respect

Being able to communicate effectively without abuse or being afraid, real love, understanding, peace, compassion, NO VIOLENCE.

trust

Love, Respect, Trust, Understanding

Love, respect, comfort

Understanding love comfort happiness

Friendship, love, compassion, support

Love

love, affection, trust, honesty

Happy and Loving

happy, solving a disagreement in a mature nonviolent manner

Loving, caring, understanding

Communication, Trust, Empathy

trust

Respect

Trust and communication.

Trust, Love, Space
Love, happiness
love
Non-manipulative
honesty and love

Statistic	Value
Total Responses	35

23. In your own words, what do you think about the topic of relationship abuse and teen dating violence?

Text Response

dont do it

I think a lot of people are afraid to admit that they are in an abusive relationship

It's a sad state of affairs that I'm sure affects a lot of people. There needs to be better ways of coping with jealousy.

It's wrong and you shouldn't be with someone who treats you like that.

I think that it's a fast-growing issue that is now using technology so now the victim can no longer escape the abuse and violence from their partner.

not sure

I don't have enough knowledge in that area to make a sound statement.

It is a serious issue that people often take lightly.

it should be stopped and there should be a big risk for people who do abuse some one

sad

It's interesting and someone can learn so many things from just a fragment of the topic.

very sad

Simply Stated, my teeth and stomach cringe just to picture the sights of hpprpr. id try everything in my being help the cause so individuals can be aware. so someone child can be informed and god for bid if it happens to me I'll know the signs so i can get out.

I grew up witnessing it so I know what to look for in my own relationships. The person feeling threatened in the relationship should do their best to end that relationship ASAP. People make their own decisions.

It's a horrible thing that goes on to often. I also feel like it does not get the attention that the issue deserves.

I strongly believe that it is in the dark. A lot of people are afraid to talk about it or take a stand on it.

interesting

I think it's sad when people allow others to treat them that way.

It is important to address because young girls do not commonly report abusive relationships.

I think it's important

It's a constant problem that most people deny is happening and other don't know much about it to know its happening

People being scared to leave

I think it's wrong and everyone should be aware and learn how to get out of those situations

I think it is a topic that needs to be talked about more. People need to stop turning the other cheek

I think its unacceptable and no one should have to deal with it

Taboo, no one wants to talk about it or get involved. its kind of sad.

It is an unpleasant topic, but something that must be discussed to prevent incident.

it is a sensitive topic but action must be taken if there is abuse

The topic is common and not discussed enough

It is scary

Not discussed enough

I don't think anyone should ever have to deal with that and that if they are faced with that situation, they should have the right tools and network of people to confide in to be able to get out of that relationship and get the other person some help.

it's important and many teens need to here about it more

I think it is very prevalent & should be spoken about more.

Its a common and silent problem that is happening in the world today

Statistic	Value
Total Responses	35

24. I am a:

#	Answer	Response	%
2	Tween (ages 11-14)	0	0%
3	Teen (ages 15-17)	6	17%
4	Adult (over the age of 25)	0	0%
5	Young Adult (ages 18-25)	29	83%
6	Other	0	0%
	Total	35	100%

Other

Statistic	Value
Min Value	3
Max Value	5
Mean	4.66
Variance	0.58
Standard Deviation	0.76
Total Responses	35

25. What language do you use the most to speak and read?

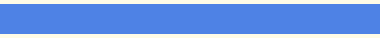

#	Answer	Response	%
1	English	33	97%
2	Spanish	0	0%
3	Creole	0	0%
4	Portuguese	0	0%
5	French	0	0%
6	Hebrew	0	0%
7	Other. Please be specific.	1	3%
8	Chinese	0	0%
9	Korean	0	0%
	Total	34	100%

Other. Please be specific.

English & Spanish equally






Statistic	Value
Min Value	1
Max Value	7
Mean	1.18
Variance	1.06
Standard Deviation	1.03
Total Responses	34

26. I am:

#	Answer		Response	%
1	Female		28	80%
2	Male		7	20%
3	Transgender		0	0%
	Total		35	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.20
Variance	0.16
Standard Deviation	0.41
Total Responses	35

27. With what race or ethnicity do you identify?

#	Answer		Response	%
1	African American/non-Hispanic		3	9%
2	American Indian/Alaskan Native		0	0%
3	Asian American/Pacific Islander		0	0%
4	Hispanic/Latino		19	54%
5	Multi-racial		2	6%
6	White/non-Hispanic		9	26%
7	Other. Please be specific.		2	6%
	Total		35	100%

Other. Please be specific.

Spanish

Hispanic. Latino is an offensive term.

Statistic	Value
Min Value	1
Max Value	7
Mean	4.49
Variance	2.20
Standard Deviation	1.48
Total Responses	35

1. Hello, You are being invited to participate in a graduate student's research project for Florida International University's School of Journalism and Mass Communication in collaboration with the Domestic Violence and Sexual Assault Council (DVSAC) of Greater Miami. Information from this survey will help the graduate student in her research on teen dating violence and relationship abuse among youth. This survey is aimed specifically at adults to gauge their thoughts and perceptions about such issues as they relate to today's youth. For purposes of this survey, the term "youth" refers to the following age groups: tween (ages 11-14), teen (ages 15-17) or young adult (ages 18-25). The questions are easy and quick to answer and, of course, there are no right or wrong answers. We just need your truthful opinions. This survey is completely voluntary, without any risks or benefits to you, the respondent. You may opt out of it whenever you like. All data gathered from this study is completely confidential and is only for the purposes of this study. The survey should take 10 - 15 minutes to complete. Please select "Accept" to continue or you may close your browser to exit. If you have any questions, please contact: Heather Radi Graduate Student Email: hradi001@fiu.edu or Maria Elena Villar, Ph.D, MPH Faculty Supervisor Phone: (305) 919 - 5795 Email: mevillar@fiu.edu FIU School of Journalism and Mass Communication Thank you!

#	Answer	Response	%
1	Accept	71	100%
	Total	71	100%

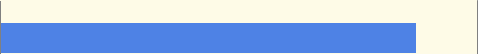

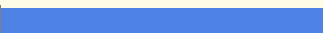

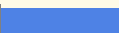



Statistic	Value
Min Value	1
Max Value	1
Mean	1.00
Variance	0.00
Standard Deviation	0.00
Total Responses	71

2. Where do you think youth get their news and information on teen dating violence and relationship abuse? (Select all that apply)

#	Answer	Response	%
1	Reading newspapers or online news sites	14	23%
2	Parents or Guardians	12	19%
3	Member of the clergy	1	2%
4	Watching TV	43	69%
5	Facebook	34	55%
6	Friends	44	71%
7	Teachers	10	16%
8	School announcements/materials sent home	13	21%

Statistic	Value
Min Value	1
Max Value	8
Total Responses	62

3. Where do you get your news and information on teen dating violence and relationship abuse? (Select all that apply)

#	Answer		Response	%
1	Reading newspapers or online news sites		54	87%
2	Member of the clergy		1	2%
3	Watching TV		42	68%
4	Facebook		11	18%
5	Friends		16	26%
6	Teachers		4	6%
7	School announcements/materials sent home		2	3%
8	I don't know anything about the topic nor do I receive information about it.		1	2%

Statistic	Value
Min Value	1
Max Value	8
Total Responses	62

4. Who do you think youth go to first for emotional support when they are in trouble?

#	Answer	Response	%
1	Parents	6	10%
2	Other adult family member	1	2%
3	Boyfriend/Girlfriend	4	6%
4	Teacher or counselor	0	0%
5	Member of the clergy	0	0%
6	Friends	49	79%
7	No one	0	0%
8	Other. Please specify.	2	3%
	Total	62	100%

Other. Please specify.

peers

Internet

Statistic	Value
Min Value	1
Max Value	8
Mean	5.32
Variance	2.98
Standard Deviation	1.73
Total Responses	62

5. Who do you think youth go to first for relationship advice?

#	Answer	Response	%
1	Parents	6	10%
2	Other adult family member	3	5%
3	Member of the clergy	0	0%
4	Boyfriend/Girlfriend	1	2%
5	Teacher or counselor	0	0%
6	Friends	50	81%
7	No One	1	2%
8	Other. Please specify.	1	2%
	Total	62	100%

Other. Please specify.

peers

Statistic	Value
Min Value	1
Max Value	8
Mean	5.34
Variance	2.95
Standard Deviation	1.72
Total Responses	62

6. Among youth, who do you think are their favorite celebrities (music, movie or TV star)?

Text Response

miley cirrus

rihanna, justin beiber, etc.

Justin Beiber Selena Gomez

have no idea

Beyonce

Lady Gaga, Snooki

ANY ONE THAT'S THEY FEEL ARE COOL

rihanna

The latest Bieber, Gaga

the kardashians

Music stars

I have no idea

Justin Bieber, Selena Gomez, Kardashians, Lady Gaga, Eric Pattinson, Katie Perry

Justin Beieber

Rhianna, Kim kardashian

Not sure

Lady GAGA, Ke no, pit bull, mostly the rappers.

whoever is popular that particular week on TV or radio

Lady Gaga

Kim Kardashian, Lil Wayne, Justin Beiber

Musicians

Haven't thought about it

Kim Kardashian, Rhianna, Katy Perry

music

tv star

Rap Artist

TV stars

Justin Bieber, Rihanna, Katy Perry

kim kardashian, justin beiber

Lady Gaga

Miami Heat Basketball players

??
Music & Film Artists
Cristina Aguilera;
Kardashians, Paris Hilton, Justin Bieber
Justin Bieber?
Music
tv stars
Taylor Swift, Justin Bieber, Nicki Minaj
Lady Gaga
Music and TV stars under the age of 25
Justin Bieber, Selena Gomez, Robert Pattinson, Kristen Stewart
Music
Justin beiber
music stars
Not sure
Justin Bieber, Katy Perry, Twilight cast
Kim Kardashian
Justin Bieber, Rihanna, Demi Lovato
Kardashians, Nicki Minaj
gaga, someone stupid, that fills the void of an empty figure on tv/movies/music
Singers, artists
Lady Gaga, Lil Wayne, LMFAO
music
Rihanna, Snooki, Bieber
justin beiber, miley cyrus, twilight people, jersey shore people-sadly enough
Katy Perry, Selena Gomez, Miley Cyrus, Rihanna
among tween girls: Justin Bieber
justin Bieber, Jennifer Lawrence,
Varies by age, gender, and interests
music and movies
Rihanna, Blake Lively, Emma Stone, Justin Bieber

Statistic	Value
Total Responses	62

7. Who do you think youth consider to be their role model(s)?

Text Response

teachers

celebrities

Selena Gomez, Taylor Lautner

Parents

entertainment figures

Celebrities

TV Stars

celebs

their peers

celebrities

T.V models

I have no idea

Dwane Wade, Taylor Swift

Pro Athletes

Anyone with a lot of money and power and fame

Reality stars, celebrities

have no clue

parents, teachers

John Cena

Sub-par celebrities

Music Artist

parents

Kim Kardashian, reality tv stars

teachers, sport figures, music celebrities

kardashians, pit bull, lady gaga

Rap Artist

Community leaders, adults that provide consistent emotional stability

Celebrities

reality stars, music stars

Parents

celebrities

??

Parents
Athletes Dwayne Wade
Celebrities
Justin Beiber?
Vague, it depends on the group of youth
people who are well off and popular despite what they do for a living
Parents and family members
reality stars
Justin B, Miley Cirus, and for males popular sports super stars
Celebrities
Celebrities
Selena gomez
music and film stars and sports figures
Musicians, athletes
Celebrities, athletes
celebrities
Justin Beiber
Kardashians,Nicki Minaj
anyone who has been published and on the daily show
Artist and celebrities
Parents, or older siblings
whatever is popular - music and fashion world
Rhianna, Snooki
same as above-any celebrity
celebrities
parents (though they may not say so), celebs
popular celebrities
Varies by age, gender, and interests
teenage stars or others in school who are popular
dont know

Statistic	Value
Total Responses	62

8. Select the top three (3) ways you think parents communicate their youth?

#	Answer	Response	%
1	Talk on phone	46	74%
2	Text message	44	71%
3	Facebook	2	3%
4	Other online (ex: Tumbler, email, other blog/micro blog sites)	1	2%
5	In person at home	57	92%
6	At church or ministries	1	2%
7	In person outside of home	22	35%
8	Other. Please specify.	3	5%

Other. Please specify.

youth activities

question is wierd

notes on refrigerator

Statistic	Value
Min Value	1
Max Value	8
Total Responses	62


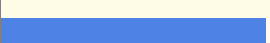

9. Select the top three (3) ways you think youth communicate with their friends.

#	Answer		Response	%
1	Talk on phone		17	27%
2	Text message		62	100%
4	Facebook		52	84%
5	At school		44	71%
6	Other online (ex: Tumblr, email, other blog/micro blog sites)		6	10%
7	In person at public places (ex: mall, movies, food places, etc.)		7	11%
8	At church or youth group		0	0%
10	Other. Please specify.		0	0%

Other. Please specify.

Statistic	Value
Min Value	1
Max Value	7
Total Responses	62

10. At what age would you say people usually begin a dating (boyfriend/girlfriend, boyfriend/boyfriend, girlfriend/girlfriend) relationship?

#	Answer		Response	%
1	Under 10 years old		0	0%
2	10-12 years old		9	17%
3	12-14 years old		30	56%
4	15-17 years old		15	28%
5	18 years old or older		0	0%
	Total		54	100%

Statistic	Value
Min Value	2
Max Value	4
Mean	3.11
Variance	0.44
Standard Deviation	0.66
Total Responses	54

11. How much would you say parents know about their child's dating relationships or hooking up experiences?

#	Answer		Response	%
1	Everything		0	0%
2	Alot		0	0%
3	Some		17	31%
4	Not very much		35	65%
5	Nothing		2	4%
	Total		54	100%

Statistic	Value
Min Value	3
Max Value	5
Mean	3.72
Variance	0.28
Standard Deviation	0.53
Total Responses	54

12. Which of these would you say is normal in a dating relationship (girlfriend/girlfriend, boyfriend/boyfriend, boyfriend/girlfriend) among youth? (Select all that apply)

#	Answer		Response	%
1	Kissing on cheek		30	56%
3	Touching or Feeling up		19	35%
4	All this and more		24	44%
6	Kissing on lips		35	65%
7	French Kissing		21	39%
8	Holding hands		39	72%
9	Hugging		34	63%

Statistic	Value
Min Value	1
Max Value	9
Total Responses	54

13. If a youth saw signs of dating violence or relationship abuse in a friend's relationship, how do you think they should respond or get involved?

#	Question	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree	Responses	Mean
1	They would say something and get involved.	4	3	9	23	15	54	3.78
2	They would not want to get involved.	8	21	13	10	2	54	2.57
3	It would be too dangerous to get involved.	4	28	12	9	1	54	2.54
4	It's none of their business.	17	22	10	4	1	54	2.07
5	They would tell someone else to get involved.	1	7	8	23	15	54	3.81
6	I don't know how they would respond.	7	8	27	8	4	54	2.89

Statistic	They would say something and get involved.	They would not want to get involved.	It would be too dangerous to get involved.	It's none of their business.	They would tell someone else to get involved.	I don't know how they would respond.
Min Value	1	1	1	1	1	1
Max Value	5	5	5	5	5	5
Mean	3.78	2.57	2.54	2.07	3.81	2.89
Variance	1.31	1.15	0.86	0.98	1.10	1.12
Standard Deviation	1.14	1.07	0.93	0.99	1.05	1.06
Total Responses	54	54	54	54	54	54

14. If your child or a youth in your family were in a dating violence situation or similar threatening situation do you think they would know where to go for help and information?

#	Answer	Response	%
1	Yes	27	50%
2	No	10	19%
3	Not sure	17	31%
	Total	54	100%

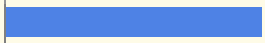




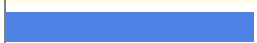

Statistic	Value
Min Value	1
Max Value	3
Mean	1.81
Variance	0.80
Standard Deviation	0.89
Total Responses	54

15. If your child's friend was in a teen dating violence situation which of these do you think your child would do or recommend they do?

#	Answer	Response	%
1	Call 911/Police Station	5	9%
2	Call a teen dating hotline such as Teenline or Teen Link Hotline	9	17%
3	Tell parents	38	70%
4	Tell another adult that can help	26	48%
5	Tell a teacher or school official	17	31%
6	My child would not do or say anything	0	0%



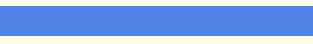
Statistic	Value
Min Value	1
Max Value	5
Total Responses	54

16. Who do you think your child would you turn to if they were in a dating violence situation or abusive dating relationship?

#	Answer		Response	%
1	Parents		29	54%
2	Teacher or counselor		8	15%
3	Other adult family member		15	28%
4	Someone else		3	6%
5	Teen Dating Hotline		3	6%
6	Friend		28	52%
12	No one		1	2%

Statistic	Value
Min Value	1
Max Value	12
Total Responses	54

17. As far as you know, does your child's school talk about or give information about teen dating violence or relationship abuse?

#	Answer		Response	%
1	Yes		8	15%
2	No		10	19%
3	Not sure		36	67%
	Total		54	100%

Statistic	Value
Min Value	1
Max Value	3
Mean	2.52
Variance	0.56
Standard Deviation	0.75
Total Responses	54

18. Which of these do you think is part of teen dating violence or relationship abuse? (Select all that apply)

#	Answer	Response	%
1	Controlling	52	96%
2	Hitting	47	87%
3	Keeping the other person away from family or friends	51	94%
4	Stalking	45	83%
5	Pushing or Shoving	49	91%
6	Pulling hair	43	80%
7	Forcing the other person to do something or act a certain way even if they don't want to	52	96%
8	Telling the other person who they can or can not talk to	51	94%
13	Threatening the other person	51	94%

Statistic	Value
Min Value	1
Max Value	13
Total Responses	54

19. How common do you think teen dating violence or relationship abuse is in the following?

#	Question	Very Unlikely	Unlikely	Somewhat Unlikely	Not Sure	Somewhat Likely	Likely	Very Likely	Responses	Mean
1	Elementary school students	14	21	5	7	6	1	0	54	10.50
2	High school students	0	0	0	4	11	25	14	54	13.91
3	Boyfriend/Girlfriend couples	0	0	0	5	14	18	17	54	13.87
9	Middle school students	1	5	12	4	20	11	1	54	12.37
10	Boyfriend/Boyfriend couples	0	1	5	11	13	17	7	54	13.13
11	Girlfriend/Girlfriend couples	0	0	5	11	15	14	9	54	13.20
12	College students	0	1	0	4	12	22	15	54	13.83

Statistic	Elementary school students	High school students	Boyfriend/Girlfriend couples	Middle school students	Boyfriend/Boyfriend couples	Girlfriend/Girlfriend couples	College students
Min Value	9	12	12	9	10	11	10
Max Value	14	15	15	15	15	15	15
Mean	10.50	13.91	13.87	12.37	13.13	13.20	13.83
Variance	1.95	0.76	0.95	2.01	1.59	1.49	1.08
Standard Deviation	1.40	0.87	0.97	1.42	1.26	1.22	1.04
Total Responses	54	54	54	54	54	54	54

20. What words come to mind when you think about healthy dating relationships?

Text Response

respect

trust, communication, honesty

friendship talking closeness

not sure

respect

Respect, Understanding, Communication, Trust, Happiness, Freedom

HAPPY

respect

trust, respect

respect; tolerance; support

going to movies

mutually beneficial

communication, equality

Happiness

Communication, trust, laughter

Friendship

A loving relationship with good communications.

respect, equality, mutual support

Love, trust and understanding

Respect, support, understanding

Trust

Trust, caring, loving, respect, communicating with each other, honest

openness, caring, fun, friends

respect, love, commitment

respecting each other

Safe and lovable

respect, love, compassion, understanding

Love, respect, individuality

respect, trust

Respect, kindness, support

Respect, Trust, Love

friend, caring, sweetheart. companion,
My parents
Mutual respect
open communication
Trust, caring, respect
Consideration, compromise
no pressure
Respect, listening, communicating, empathy
Stable
happy, fun, loving, healthy interaction between the two
Loving and caring
Supportive; healthy balance between relationship and school, family, friends
fun enjoy spending time together
respect, trust, love
communication
happy, committed, strong, together, communication
Unity, respect, comprehension, trust
Trust, open communication, love
respect
respect, trust, honesty
respect, communication
balance, freedom, equality
kindness, trust, respect

Statistic	Value
Total Responses	54

21. In your own words, what do you think about the topic of relationship abuse and teen dating violence?

Text Response

we need to raise awareness about it

happens more often than most would think

Many teens get too much when they are young becoming spoiled teens. Many have a lack of respect for others.

it needs to be brought out in the open

Parents need to be much more involved in kid's lives

I think its a topic that needs to be talked about more often because most maybe in this situation and are afraid of speaking up or think what they are going through is okay because this person loves them.

VERY IMPORTANT, TO KNOW THAT WE CAN HELP OUT OUR TEENS.

it should always be talked about.

In this day and age, there are plenty of stresses. Some youth (and those who are emotional youth) turn to violence as a way to deal with stresses.

very wide spread

Jealousy

I think it is important and not discussed enough

It is probably more prevalent than I think. I stay up to date with news and the media but can not think of more than a couple of instances where this issue has been highlighted.

It is an issue that more teens need to be aware of

Ridiculous! They need to be kids.

Very important subject to explore

I think it is a topic that has not been covered enough

i think it happens more than most people think

N/A

It's a growing trend, especially now that domestic disputes at all ages continue to escalate and get news coverage.

Physical and mental abuse

I think as parents we need to teach and show our children what is abuse and how it effects everyone. And being with someone that abuses you is not healthy and not safe.

I think it's a sign of a mental health disease in the abuser who will possibly become capable of worse crimes as an adult.

no one should be a a abusive relationship--get out early and seek help

Something that the visctim doesn't talk about. Something that the abuser doesn't know taht it's hurting the other one.

It is out of control more programs should be available to youth.

way too common

I think is a serious problem, but I'm not sure about the best approach. If it is not corrected it could lead to abused or abusive adults

important

Very important

A topic that should be part of the school curriculum and discussed in the home in an honest straight forward manner.

It's a serious problem with teen agers

It is not addressed enough in regards to the changing technological environment

Should not happen with today's resources

its too common with all the possible resources

Relationships and the accompanying emotions - both positive and negative - can be overwhelming. As children begin entering relationships at earlier and earlier ages, they are often not prepared to deal with these emotions which can cause them to act out in violent and emotionally hurtful ways.

Much of the violence could end if the victims had higher self-esteem and self worth.

low self esteem

It's is an awfull epidemic perpetuated by the media and culture. Parents and adults who have contact and influence orver youth and teens need to speak out more against the violence and let the yonger generations know how and where to get help.

Unstable

a very serious topic

Not enough information provided to teens on this subject

It is an issue probably occurring far too often and teens needs to be informed and aware of how to get help.

teens are afraid to speak out about it.

it should not be allowed

serious

non-communication, picking a wrong person, un-balenced views/personalities "I can change them, if I just work harder..blah blah blah bullshit"

It is a very serious issue in today's society

I think it's better to educated the youth so they would be ready if a situation would occur.

necessary education

I think it's been present but invisible for a long time and may or may not be actually on the rise, but there is long overdue media coverage of the topic at present

I think it's a subject that many people avoid or are scared to talk about. I've had friends who have dealt with it and thought I wish you would have asked for help. But I think people think it will never happen to them or maybe they are ashamed if it does-like it's their fault/

It is a tragic situation when it occurs, and not enough information is being taught to eradicate it.
I think it's more prevalent than we think. It's also subtle so many people do not recognize the signs.










Statistic	Value
Total Responses	54

22. Would you "Like" a page on Facebook if it had tips, warning signs and support advice for teen dating violence?

#	Answer	Response	%
1	Yes	31	57%
2	It would depend on the kind of information and photos.	14	26%
3	Maybe if my peers or other parent friends also "Liked" it.	2	4%
11	No, I don't like that idea.	7	13%
	Total	54	100%

Statistic	Value
Min Value	1
Max Value	11
Mean	2.63
Variance	10.92
Standard Deviation	3.30
Total Responses	54

23. I am a:

#	Answer		Response	%
1	Parent of a Tween (ages 11-14)		4	7%
2	Other family member of a tween		13	24%
3	Parent of a Teen (ages 15-18)		3	6%
4	Other family member of a teen		20	37%
5	Parent of a Young Adult (ages 18-25)		4	7%
6	Other family member of a young adult		16	30%
7	Parent of an Adult (over the age of 25)		7	13%
8	Other family member an adult		13	24%
9	Other adult (please be specific)		7	13%

Other adult (please be specific)
adult
married no children
Parent of 10 yr old
parent of a toddler
I don't have children
no married, no kids
adult with no children

Statistic	Value
Min Value	1
Max Value	9
Total Responses	54

24. I am:

#	Answer	Response	%
1	Female	42	78%
2	Male	11	20%
3	Transgender	1	2%
	Total	54	100%

Statistic	Value
Min Value	1
Max Value	3
Mean	1.24
Variance	0.22
Standard Deviation	0.47
Total Responses	54

25. With what race or ethnicity do you identify?

#	Answer	Response	%
1	African American/non-Hispanic	5	9%
2	American Indian/Alaskan Native	0	0%
3	Asian American/Pacific Islander	1	2%
4	Hispanic/Latino	27	50%
5	Multi-racial	1	2%
6	White/non-Hispanic	18	33%
7	Other	2	4%
	Total	54	100%

Other
Mexican American
Middle Eastern

Statistic	Value
Min Value	1
Max Value	7
Mean	4.50
Variance	2.33
Standard Deviation	1.53
Total Responses	54

STUDENT BIO

A native of Miami, Florida, Heather Bermudez graduated from Miami Southridge Senior High School with honors and represented the school as a Silver Knight nominee in the Social Sciences category. She then earned her Bachelor's of Science degree in Mass Communication with an emphasis on Public Relations and a minor in Marketing from Florida International University.

Mrs. Bermudez currently manages the marketing, communications and alumni relations for the School of Journalism and Mass Communication at Florida International University. In this position, she directs all internal and external communications and branding on behalf of the School including the School's online and social media presence. She is pursuing her Master's of Science degree in Global Strategic Communications at Florida International University. Outside of FIU, Mrs. Bermudez serves in several capacities for the Miami chapter of the Public Relations Society of America (PRSA). Mrs. Bermudez also spends her time volunteering for such community organizations as Women in Distress of Broward County, Habitat for Humanity and H.O.P.E in Miami Beach. Mrs. Bermudez's past volunteer work includes a year of service as an AmeriCorps member for Women in Distress of Broward County.

Final Defense Signature Page



IMMEDIATE RELEASE

**MULTI-MEDIA CAMPAIGN LAUNCHES TO RAISE AWARENESS ABOUT
TEEN DATING VIOLENCE AND RELATIONSHIP ABUSE**

Miami, FL - MAY 1, 2012 – Beginning May 17, an extensive public awareness campaign in traditional and online/new media will launch to educate Miami-Dade County teenagers about teen dating violence and relationship abuse.

The bold lettering and accompanying word combinations used as focal points of the REAL campaign, serve as illustrations of healthy relationships among teenagers. The word REAL is an acronym for Respect, Educate, Advocate and Lead – which all symbolize empowering words and actions for the target demographic.

More than a dozen word combinations will reflect vernacular of today's youth and dealing with certain emotions and healthy dating relationships connotations. The comprehensive campaign will combine traditional and new media tactics based on extensive primary and secondary research conducted throughout the Greater Miami area.

"Ultimately, the message we hope to spread with this compelling campaign is that whether you're in middle school or college there are resources available to you related to teen dating violence prevention," said Founding member of DVSAC Miami.

The public awareness campaign was created under the direction of the Domestic Violence and Sexual Assault Council of Greater Miami (DVSAC Miami).

Contact:
Carrie Soubal
Media Liaison
305-571-5000 Office
786-777-4399 Mobile

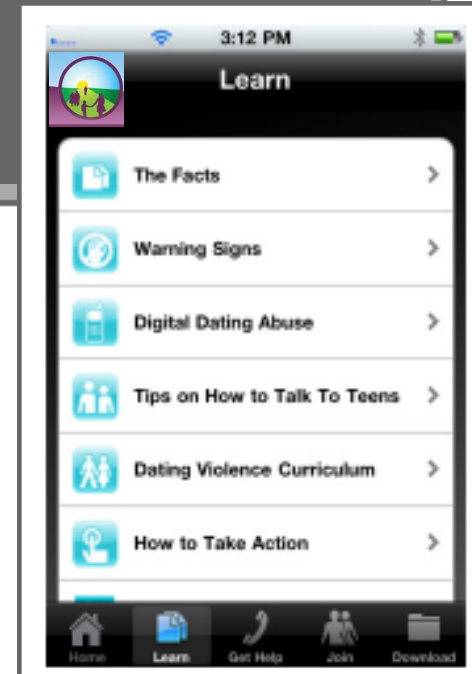
Appendix D—Mobile App screenshot



The REAL app is an educational resource that demonstrates the dangers of digital and traditional dating abuse and provides links to resources offered by DVSAC Miami.

[For more information about the app, please click here.](#)

[To download the free app, visit the iTunes App Store or Android marketplace](#)



Appendix E—Facebook screenshot

facebook Search Heather Home

DVSAC Miami
10,910 likes · 217 talking about this

Domestic Violence and Sexual Assault Council of Greater Miami

✓ Liked Message

About Photos Likes News YouTube

Highlights

Post Photo

Write something...

DVSAC Miami shared a link.
Thursday

Today at 3 p.m. EST, Start Strong: Building Healthy Teen Relationships will announce some new data on 7th graders and dating violence. Follow the hashtag #MiddleSchoolMatters to see the data first!

Why Middle School Matters: New Data on Teen Dating Violence and Risk Factors among 7th Grade Students

Recent Posts by Others on DVSAC Miami See All

- Colette Iamsfavored Thomas**
*****VERY SERIOUS STUFF*****THIS IS FOR SOME...
Yesterday at 8:27am
- Lynn Renee Miller-Nelson**
Please "like" our page for our foundation <https://www.fa...>
Thursday at 11:29pm
- Charlotte Blackwood**
http://act.credoaction.com/campaign/vawa_repub/?rc=f...
1 · March 28 at 4:40pm
- Randi Weitzman-Writer**
Maryland passes bill providing unemployment benefits to...
2 · March 27 at 2:20pm
- Henriette Eiby Christensen**
Thank you for being here! I hope you don't mind my sha...

Create a Page

Sponsored

Miami Seaquarium

Meet Ariana Grande!
Win a chance to meet Ariana Grande from Nickelodeon's show Victorious at BunnyPalooza!
Like: Nicole Garcia likes this.

Disney Fairies

Like Disney Fairies - Tink and friends' official destination for parents of Fairies Fans!
Like: 53,070 people like this.

Now

- March
- 2012
- 2011
- 2010
- Founded

Appendix F—Twitter screenshot

Home **Connect** **Discover** **Search**

DVSAC Miami
View my profile page

1,476 TWEETS **248** FOLLOWING **222** FOLLOWERS

Compose new Tweet...

Who to follow · Refresh · View all

- internetweek** @internetweek
Promoted · Follow
- A Googler** @google
Follow
- FIU Libraries** @fiulibrarian
Follow

Miami trends · Change

- #FactOrFaked** Promoted
- #10peopleontwitteriwanttomeet**
- #aprilfools**
- #DiggyDissinJCoelIsLike**
- Diggy**
- Gaby Sanchez**

Tweets

Walgreens @Walgreens 1h
TONIGHT! Walk with Walgreens teams up with The Celebrity Apprentice! Tune in tonight, prime time on NBC.
Promoted by Walgreens
Followed by Doreen Christensen and others

Jose J. Zambrano L. @JJZambranoL 5h
@mariaalexandra es una gran persona, más de lo q ella misma se imagina. Sé q va a encontrar lo que busca y necesita, está dentro de ella.
Retweeted by Maria A. Sanchez

LaTati @LaTati 5h
@JJZambranoL @mariaalexandra desde aqui Amiga espero verte pronto recuperadisima!! Un abrazo fuerte!
Retweeted by Maria A. Sanchez
In reply to Jose J. Zambrano L.

Jose J. Zambrano L. @JJZambranoL 5h
Hoy dedicaré mis oraciones a Alex @mariaalexandra, por su recuperación total.
Retweeted by Maria A. Sanchez

Mindy Marques @MindyMarques 4m
Read this minute-by-minute account of what's known, what isn't about #TrayvonMartin's death - MiamiHerald.com hrd.us/HtGKoe

Appendix H —Mall Intercepts

Media: Food Court Media



Media: Food Court Media - Tents



REAL
Love

REAL
Trust

REAL
HONESTY

REAL
Communication

REAL
Happiness

REAL
Respect

REAL
Laughter

REAL
Peace

REAL
Teamwork

REAL
Kindness