

FINAL REPORT: EVALUATION OF THE PHILADELPHIA: LET'S STOP DOMESTIC VIOLENCE! PROJECT

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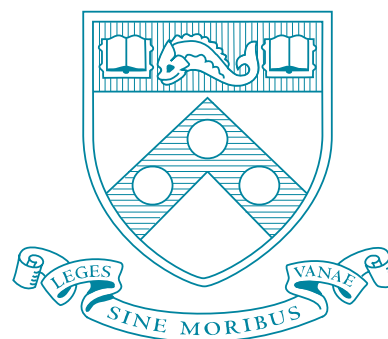


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FOREWORD

The Annenberg Public Policy Center was established by publisher and philanthropist Walter Annenberg in 1994 to create a community of scholars within the University of Pennsylvania which would address public policy issues at the local, state and federal levels. Consistent with the mission of the Annenberg School for Communication, the Center has four ongoing foci: Information and Society; Media and the Developing Mind; Media and the Dialogue of Democracy; and Health Communication. The Center supports research and sponsors lectures and conferences in these areas. This series of publications disseminates the work of the Center.

Kathleen Hall Jamieson
Director

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The Annenberg Public Policy Center and its Director, Kathleen Hall Jamieson, provided substantial additional support. Many individuals worked with us on the evaluation. The named authors worked directly on the preparation of this report. Others who worked with us at the Annenberg School on the project and on previous reports include Tracy Starck Mehan, Robin Nabi, Sarah Sayeed, Brian Southwell, and Antonia Sunderland, all of whom worked on parts of the survey work and data analysis, as well as Cathryn Borum, Idil Cakim, John Huxford, Kimberly Maxwell, and Marina Navia, who worked on the content analysis of newspapers and television news. Antonia Sunderland also did primary work on the development of the measures of domestic violence incidence. In her current position as Associate Director for the Health Communication Group in the Annenberg Public Policy Center she has managed the financial and administrative aspects of the project, also.

Telephone interviewing for the most of the survey waves was done by Ricci Telephone Research, with Chris Ricci in charge of the project. The baseline telephone survey was undertaken by The Response Center, with Cynthia Zuckerman as the project officer.

The staff from the Family Violence Prevention Fund implemented the program described in these chapters and also consistently collaborated in the work of the evaluation. Marissa Ghez was the project manager based in San Francisco and also provided intellectual leadership for the program. A true colleague, she is always engaged with the fundamental issue of doing this work - understanding how a program could do effective media advocacy. Her comments on a draft of this document were both important in making sure we got the facts right, and in pushing us to think hard about the underlying issues raised by the results. Lori Burns-Simms was the Project Coordinator in Philadelphia, with Lisa Nelson as the Field Organizer, Lucy Betancourt as administrative assistant, and Karen Friedman as Workplace Coordinator. Lisa Lederer led the media consulting group, PR Solutions.

CHAPTER I. OVERVIEW AND SUMMARY

In this report we present both a description and an evaluation of the **Philadelphia: Let's Stop Domestic Violence!** project. In this chapter, we present a summary of the results and some interpretation of them. We start with an account of the underlying theory of the intervention and its historical place among both domestic violence interventions and public health communication interventions. We then summarize the essential findings. Finally we turn to an extended discussion of how we might explain the results.

I.1 SOME BACKGROUND

The Family Violence Prevention Fund of San Francisco (the Fund) has argued that the anti-domestic violence movement had to complement services for victims of violence with education of the public at large. After all, the Fund said, the problem behavior did not belong exclusively to the female victims but also to the male perpetrators. In the long run, if domestic abuse was to be reduced, it was necessary that men's behavior change, not only that women escape from abuse. The Fund believed that the abuse was **in part** the result of cultural permission for the behavior. Men abused their partners because society did not condemn them for it. Women stayed in abusive relationships because they feared stigmatization if they protested publicly. Then, part of the solution to the problem had to lie in public education – convincing abusers that the society found their behavior unacceptable. That meant that ordinary people, people who suspected that men they knew were abusers, people who suspected that co-workers were being beaten, people who laughed at wife-beating jokes, had to be convinced of their role in condemning the behavior and in supporting the victims. If this social mobilization of anti-domestic violence sentiment were successful, abusers would face strong social pressures against abuse, and would be slower to engage in physical attack.

The Fund had engaged in a national media campaign and other interventions following this logic (under the slogan: There's No Excuse for Domestic Violence). There was evidence that condemnation of domestic abuse was growing, and that public policy had changed in a favorable way. There was evidence that, at least, murders associated with domestic abuse had declined, along with other murder rates. While the Fund's work could not be isolated as a cause for those changes, the Fund's work was part of the forces that had led to these substantial changes.

However, the Fund wanted to understand whether it was possible to create an even stronger mobilization at the local level if national efforts were complemented by local organizing work. They thought that if local staff engaged in grassroots organizing, in encouraging journalists to cover the issues in a sympathetic and frequent way, and in recruiting and supporting workplace programs they could magnify the effects of the national campaign. In addition, they wanted to complement their awareness and norms focus with one that both encouraged people to take specific actions to stop domestic violence, and provided information about how to undertake them.

They were able to convince the H.R.H. Family Foundation of Cleveland to fund a three-year outreach effort in Philadelphia. The foundation also agreed to fund the Annenberg School for Communication at the University of Pennsylvania to undertake an evaluation of the program.

This was a potentially important project from the point of view of the domestic violence movement; it was also intriguing as an effort to operationalize an argument current within the field of public health communication. Historically, a number of well known community education efforts in other health areas (e.g. Stanford and Minnesota heart disease prevention programs, the COMMIT anti-smoking trial) had foundered. Given limited resources to buy media time or utilize other outreach channels, they found it difficult to get enough continuing add-on exposure to their messages to affect their audiences. In contrast, a number of big, messy, programs were associated with more success in behavior change. They addressed a national audience and gained exposure through

organizing broad organizational and institutional support and through extensive public relations efforts that garnered media coverage (the National High Blood Pressure Education Program, the anti-smoking mobilization efforts).

This led to an argument about the best intervention strategies for small projects with limited budgets, but which wanted to reach mass audiences with their messages. Couldn't they use the social and media mobilization paths of the more successful, albeit much larger, programs? They simply didn't have the resources to deliver discrete and controlled messages to their mass audiences. They could not afford to reach large audiences if they had to pay for the media time. Contributed time, in the form of public service announcements was not dependable. They could not reach a mass audience if they had to pay for face-to-face educators, or recruit, train and maintain a staff of volunteers. But there was an alternative. Their strategy could be to gain free media attention for their issue. There was a good deal known about how the mass media made decisions about what stories to cover. If it were possible to fit the project's agenda into the media's agenda, free coverage might be possible. Ideally, one would find or create a dramatic or controversial event or issue that could be framed to present the social concerns of the project and that would keep reporters interested (ACT UP used this strategy to focus attention on the needs of people with HIV/AIDS.) Alternately, one could lie in wait until the opportune story appeared on its own, and work to make sure that the frame for the story fit with goals of the project. (The Fund and other anti-domestic violence agencies were able to do this with the O.J. Simpson case, surely a watershed for the movement.)

Thus the field was asking whether through this strategy, sometimes called media advocacy¹, it was possible to right the too frequent failures of discrete educational programs. However, the evidentiary base for this logic was not so sure. There were a number of successful programs that were associated with substantial free media coverage (as an excellent example, the shift towards safer sexual practice was associated with heavy media coverage of the AIDS epidemic.) However it was not so clear that this could be realized on a local level, and on demand. Thus the Philadelphia: Let's Stop Domestic Violence! project became a worthwhile case within the field of public health communication as well as within the domestic violence movement to explore these questions.

I.2 THE PROJECT

We describe project activities in detail in the second chapter. A small local staff was eventually recruited and they received continuing training and technical assistance from the Fund's San Francisco staff. They worked, sometimes in uneasy harness, with the Philadelphia domestic violence community. They made contact with local journalists, with political leaders and with important employers. They involved a Washington public relations firm (PR Solutions) to organize media attention around their efforts. They developed or adapted a variety of action kits and other printed materials to be distributed in support of their work. There were many discrete efforts to organize community groups, to engage media attention, and to work with employers to stimulate workplace education and effective anti-domestic violence policies. There were particular organizing successes around events associated with Domestic Violence Awareness Month which takes place every October. On October 1, 1997 the focus was on workplaces; on October 1, 1998, the Market Street Blitz emphasized reaching the general public, complementing rallies and volunteer efforts with paid radio and outdoor advertising.

¹ Wallack, Lawrence et al. *Media Advocacy and Public Health*, Newbury Park, CA: Sage, 1993.

1.3 THE RESULTS

Through the end of December 1998, when the formal evaluation efforts closed down, we conclude that the efforts, while serious and undertaken in a sometimes difficult local context, didn't turn out to have the heft to galvanize attention of the sort needed to work as this program intended. If the success of a media advocacy/social mobilization program depends on finding a controversial issue, or otherwise engaging the attention of the media as a complement to grassroots organizing efforts, the project never found its animating theme or issue.

In general, each organizing effort achieved an article or two in the major Philadelphia newspapers, and some passing mention on some television or radio news programs. But in the context of an onslaught of news and entertainment, the coverage achieved by the project didn't have enough bulk to be noticed by the population, or to produce a shift in the public norms about domestic violence. Similarly, the efforts at grassroots organizing weren't big enough to be captured by citywide surveys; the efforts at employer organizing weren't reported by the average worker in the city.

In the major chapters of this report we describe: (a) details of press coverage of the issues of domestic violence, and responses of monthly survey respondents about (b) their exposure to messages related to domestic violence, (c) their involvement with the domestic violence movement, and (d) a wide range of their beliefs and behaviors vis a vis domestic violence as well as (e) trends in demand for protection from abuse orders. In general, the major findings are these:

- 1) There had been a sustained burst of domestic violence coverage associated with the O.J. Simpson case, and with some other local incidents. However, by the time this project appeared, the average level of coverage had declined, and the project had no discernible effect on overall coverage. There were a few articles or radio and TV news stories around specific events generated by the Campaign.
- 3) At baseline, the majority of survey respondents claimed to have heard many TV ads, to have seen domestic violence brochures, to have had conversations about domestic violence and to have engaged in a variety of other related activities. Relatively few were themselves donors to agencies, displayers of messages, attenders of rallies or distributors of brochures. But neither the frequently claimed behaviors nor the rarely claimed behaviors were affected in any consistent way by the Campaign. We couldn't find evidence that overall reported exposure to domestic violence messages was associated with the initiation of the Campaign. (We did find some evidence for such an exposure increase associated with the Market Street Blitz. We discuss that below.)
- 4) Most respondents expressed substantial concern about the problem of domestic violence and its consequences. They thought that people should talk more openly about it and many thought that employers should take a major role in addressing the problem. Again, there was no change in these responses associated with the overall Campaign.
- 5) Also, there was a surprising willingness to act in ways recommended by the Campaign, even at baseline. Many people who knew about a case of domestic violence claimed to have taken some action to address it (most often saying that they had talked with the woman about the case). Others who did not know about a specific case said they were likely to take action if confronted with a case. While we recognize that these claims may be exaggerated, they are still worthwhile for what they say to us about what people think they should be doing. The great majority already believe that they should not ignore cases of domestic violence. Once again, however, we don't find evidence of a Campaign-associated shift in behavior.
- 6) As a sobering note, we report one indicator of the frequency of domestic violence in Philadelphia. Approximately 1200 people obtain protection from abuse orders from the courts every month, and those numbers are increasing over time. While the increase likely represents the effect of careful city efforts to make the process of obtaining orders simple, the absolute frequency is striking. Presumably the number of

people (mostly women) who obtain such orders is but a fraction of the numbers who are abused. Unsurprisingly, given the previous results, we don't find evidence of a program effect on demand for these orders.

- 7) While the overall pattern of results has to be seen as unfavorable to project success, there was one exception. The Market Street Blitz took place in October 1998, and there was some evidence that it produced a short-term increase in some of the exposure and involvement with domestic violence outcomes. Comparing the survey done immediately after the Blitz with surrounding surveys, there were increases in recall of exposure to anti-domestic violence messages on every type of media channel, including significant effects for reports of hearing news stories, having received brochures, and seeing commercials on television. These immediate exposure effects were paralleled for certain measures of involvement with the domestic violence movement. Right after the Blitz, respondents were sharply more likely to claim that they and others they knew had taken specific actions in the previous year in support of the anti-domestic violence movement (e.g. donating money, displaying signs, attending demonstrations). Even if we don't take these claims literally, they do represent an increase in Philadelphia adults' tendency to want to give supportive responses, possibly supporting a claim of an attitudinal shift. However, even if the immediate shift was real, these positive responses were not maintained in subsequent survey rounds. Also, while the exposure and involvement variables showed this short-lived increase in response, the other belief and behavior variables did not show a parallel effect. Thus, the Blitz was the best realized of the project's activities and it also was the only effort that used paid radio and outdoor advertising. There is some evidence that it was noticed, and that perhaps it had a short term effect on people's involvement or desire to claim involvement with domestic violence. Still, it does not contradict the more fundamental conclusion, that the project was not enough to create a change in attitudes or behavior, particularly on more than a momentary basis.

1.4 CONCLUSIONS AND INTERPRETATION OF THE FINDINGS

The data summarized here and elaborated in the rest of the report point to one conclusion: the Philadelphia project achieved at best short-term impact, and did not attain any transformation of social norms, beliefs and attitudes or preventive behavior relating to domestic violence. Yet program staff expended considerable effort over the course of the project, and many activities were completed. How can these accomplishments be reconciled with the limited reports of campaign exposure, and consequent lack of enduring impact?

The evidence suggests that project activities ultimately fell short of project goals and objectives. While the Fund reports document the accomplishments of the project, and the considerable effort required to carry them off, the survey data indicate that citywide, the rallies, neighborhood events, workplace activities and media coverage precipitated by the project were not substantial enough to be noticed by the average Philadelphian for most of the Campaign.

Given this finding, we would not expect a lasting change in desirable outcomes, and that is consistent with the trends that we encounter for exposure, as well as norms, beliefs and behaviors over the course of the project. Indeed, with the low visibility of the project, in contrast with the scale and context of the entire city, it would be unlikely that any shift in trend that did become apparent could be attributed to the project. While the short-term effects of the second annual event are positive, as a whole this project did not affect the population of Philadelphia.

How do we explain this set of results? What are some of the conclusions and lessons that we can draw from the experience?

1.4.1 WAS THE EVALUATION SENSITIVE TO THE EFFECTS OF THE PROJECT?

The evaluation found very limited effects; was this because the project had limited effects or is it that the evaluation was unable to detect the effects that were produced? This is really a two-part question. First there is the straightforward concern about whether the evaluators did a good job, given what we set out to do. Second there is the subtler concern: did our evaluation plan, even if it was well realized, actually address this project adequately – would it capture its effects? We address each sub-question.

First, did we do a good job given our intentions? Evaluators need some humility too. Were our measures sensitive enough to the changes in exposure, beliefs, or attitudes that might have been achieved by the Campaign? Did we get the sample right, and talk to the right people, consistently, over time? Mostly this is a judgment for others to make, but certainly there are concerns. Our monthly samples were small, and they were based on a telephone sampling technology that is more and more troubled by refusals to respond. We had a limited budget, and could afford only limited callbacks (4) per sampled telephone number, and when a person was reached, our telephone survey contractors were able to get about half to cooperate with the interview. Also some of our measures likely suffered from ceiling effects.

Nonetheless an argument for the power of the evaluation to detect intended changes has some strength. Small monthly samples were counterbalanced by the capacity to be sensitive to long term trends. If refusals created a concern about the generalizability of any monthly sample, they represented a fairly constant bias over the two years of data collection, and thus wouldn't explain the patterns of change. If some measures suffered from ceiling effects, others did not, and both tended to show parallel (non-)effects. Perhaps the best argument for the quality of the data collection was the fact that it was sensitive, apparently, to the short-lived effects of the Market Street Blitz. If the measures were bad, and the samples inadequate, we would not have been able to detect that change. Indeed we have to admit that, if anything, we could be accused of employing a design which gave the project the benefit of the doubt. The design might permit the project to be credited with any effects correlated in time with the project initiation, even though other external events might have been causing the observed changes.

The second sub-question, “did we ask the right evaluation questions?” is somewhat more troublesome. We were on target given the explicit objectives of the project that expected citywide effects on awareness, on attitudes towards domestic violence and on behavior showing opposition to such violence. However, given the reality of the project operations, these expectations were probably too optimistic. In the end this is a concern for the evaluation, but more sharply a concern for the underpinnings of the project itself.

The three-year project undertook its first substantial intervention eighteen months after the contract was initiated, and effectively operated for about fifteen months before data collection ended. Domestic violence was not a new concern in Philadelphia; the project began after an extended period of national and local press coverage of the issue, after many policy initiatives (for the courts and for the police) were already in place in Philadelphia, and after years of work defending victims by the local domestic violence community. The public was already quite sympathetic to the problem, if our baseline research captured true sentiments. There was still a great deal of work to be done (given 1200 protection from abuse orders were granted each month, the problem was clearly severe) but it could not be said that Philadelphia was an easy target for an awareness and condemnation campaign. The baseline level suggested that for further movement to occur, the new project would have to do more than produce marginal increases in the ‘noise’ around the issue; there was already a high baseline of such publicly expressed concern. It would have to make a major splash if it were to move the population even further along in an already positive context.

Thus, the evaluation may have been premature in expecting to see citywide evidence of effects. Success in building institutional relationships with the domestic violence community, with political leadership, with employers and with

the press may have been the more appropriate criterion for evaluation. Those relationships may have been the foundation for the longer-term realization of the bigger objectives. The evaluation was not designed to capture these process effects.

Thus there is a concern about the focus on citywide effects when evidence about local institutional accomplishments may have been more appropriate. Also, some may feel that the decision to focus on all adults in the city was inappropriate, also. There may have been some people who were more susceptible to Campaign effects (for example, younger women) and others who were insensitive to the effects. Our sampling strategy may have been adequate for the entire adult population, but was likely insensitive to effects on smaller subgroups. It is also possible that the program might have made a difference in specific neighborhoods or organizations. By the end of the project, some mobilizing work had been initiated in a handful of communities within the city, which continues at this writing. While these efforts or their impact could not possibly be discerned in the citywide random sample survey, they might produce important effects in their circumscribed settings.

However, here the evaluation's worth may be protected by what is the essential finding of the study: there wasn't enough project-generated exposure for most of the evaluation period to have any expectation of change for any population or sub-population on a city-wide basis.

1.4.2 DID A DIFFICULT CONTEXT PRODUCE THE LIMITED IMPLEMENTATION WHICH DID NOT MATCH THE AMBITIOUS GOALS OF THE PROJECT?

From the beginning, the Fund did not find it easy going in establishing itself in Philadelphia. It was an outside organization, with an agenda strikingly at variance with that of the local community that was entirely focused on providing victim services. Yet it knew it had to incorporate the local community in its activities to have hope of short-term success, and, even more, to have any hope for institutionalization of the approach in Philadelphia once the Fund's local activity ended.

As became clear in the first year, the political context in which the project had to operate was quite difficult. The existing organizations working in the domestic violence area were leery of the new project, perhaps cautious that the new initiative might compete for the scarce resources, both financial and in terms of volunteers, available to them. They also have lacked confidence in the key programmatic idea of shifting social norms and beliefs related to domestic violence, as opposed to carrying out the very necessary role of providing services to battered women. They were concerned that public mobilization would increase demands on their services beyond their institutional capacity to satisfy those demands; they were concerned as well that encouragement of intervention by untrained members of the public, if untrained intervenors went about talking with possible victims or abusers, would be risky. Perhaps 'amateurs' might make matters worse by making implicit judgments to victims or by antagonizing abusers who would take their anger out on their partners. The initial work of winning over these institutions took longer than anticipated. But the Fund recognized that the formation of the Advisory Council, which represented in an institutional form the alliance between the existing services agencies and the new project, was a prerequisite for any further work.

It was symptomatic of the difficult context that constituting the Council, and establishing the office and hiring the Project Coordinator, took as long as they did to complete. These difficulties appear to have set the tone for a slow roll out of the program. So much energy was dedicated to working on the institutional relationships that efforts to realize the ambitious goals to shift norms, beliefs and behaviors in the city of Philadelphia got shorter shrift. The contentious local institutional context may have exacerbated the difficulties of having an effect, especially in the

context of the relatively advanced baseline attitudes of the Philadelphia population and policies of Philadelphia's institutions.

1.4.3 WERE THE PARTICULAR STRATEGIC CHOICES OF THE PHILADELPHIA PROJECT THE RIGHT ONES? WAS IMPLEMENTATION ADEQUATE?

It is always easy, in hindsight and in the context of evidence of minimal success, to point to decisions that might have been made differently. And such post hoc critiques don't establish that alternative strategies would have been more effective. Nonetheless, in examining the project's list of activities, some strategic issues are worth discussion. First, the channels used to distribute key information about domestic violence prevention behaviors for individuals appear to be inconsistent with a goal of affecting the entire population. The original Fund proposal places considerable emphasis on an Action Line, a local telephone number that would be publicized through the media. The idea was that interested individuals would call the phone number and receive information about actions they could take to directly intervene in an abuse situation (Person to Person), or preventive campaigns they could organize in their neighborhood (Neighbor to Neighbor), or in their workplace (Worker to Worker). A great deal of effort was put into developing these kits and adapting them for Philadelphia, having them reviewed by local domestic violence leadership, and in having them printed.

From the Fund reports it appears that this effort was not very successful in that not many people called the number for information at all. It may be that this was due to limited promotion of the number in the media as very few journalists included the number in articles. In retrospect it seems optimistic to have focused the campaign effort on individual calls to a hot line. It is difficult to imagine that enough kits could have been distributed and then used by ordinary people to expect that the average person in Philadelphia would have been in contact with someone making use of a kit. Even though the Action Kits that the Fund prepared for Philadelphia were distributed through other channels, such as the workplace initiative and neighborhood events, these did not produce mass exposure, either. Consequently, the key information for target beliefs and behaviors central to the campaign's model of change ultimately achieved limited circulation.

This leads us to a second strategic issue. The action kits contained the essential behavioral messages of the campaign, but the interventions that did have some likelihood of reaching the mass of the population generally lacked such clear messages. Most strikingly, the media campaign conducted by the Fund in conjunction with the second annual event (the Market Street Blitz) achieved some visibility in the City. Yet here too, the slogan ("There's no excuse for domestic violence"), while memorable, lacked a compelling behavioral message. While the posters and bus signs pictured men and women speaking out on the issue of domestic violence, and thus could be interpreted as modeling the desirable behavior, this was at best a quite subtle behavioral message. In a city which already accepted that condemnatory message, perhaps an opportunity was missed.

Finally, the fundamental media advocacy strategy to achieve media attention was not fully realized. The public relations firm did training of local advocates to appear on the media, the project developed a list of local journalists who were interested in the topic, and the project distributed newsletters and some press releases to encourage coverage. Yet these approaches, while a necessary foundation for the media advocacy strategy, were missing one fundamental component: the need to create controversy and to exploit news events so as to give the press a reason to cover the issue. It is not clear that anything the project would have done (in the post O.J. context) would have been big enough or interesting enough to obtain sustained coverage. Indeed, even when the daughter of a former President of City Council was killed by her former partner, and the Council passed a resolution condemning domestic violence citing that incident, the issue still had no staying power, and disappeared from the press within a

day or two. Nonetheless, there was no success in finding a wedge issue that might produce both an increase in concern and in activity by grassroots advocates, and in the possibility for attracting sustained press coverage. The project and the local domestic violence community, perhaps because of their fundamentally different views of the issue, did not develop a clear consensus around a policy agenda to serve as a rallying cry for media advocacy. Short of that, the fundamental tenet of the approach, that a limited budget project could obtain mass audience exposure through achievement of free media coverage, was never really tested.

1.4.4 HOW PROMISING IS THE MEDIA ADVOCACY/SOCIAL MOBILIZATION STRATEGY?

However as a final note, we can take a broader view of the comments in the previous section. It is possible to be critical of the failure of the program to achieve the level of free media attention its purposes required. Admittedly one conclusion can be that the specifics of the local context and implementation decisions may have meant that a full test of the media advocacy strategy was not realized, here. However, in fact, a broader and less specifically critical conclusion may be appropriate.

While the literature is now full of enthusiasm for the media advocacy strategy, for the idea that galvanizing media coverage is the answer to achieving policy and public health success, this and other recent projects make it clear how hard it is to accomplish this end. It turns out that gaining and sustaining free media coverage is very hard work, and its success is not guaranteed. In other contexts there have been periods of attention in the media to public health concerns, and these are substantially associated with changes in health-related behavior (non-initiation of smoking and condom use are two obvious examples). However, these have mostly not been the result of discrete local projects like the Philadelphia: Let's Stop Domestic Violence! project. Rather they have been associated with longer-term national movements, as well as with 'natural' rather than stimulated coverage of the issue.

Both as implementers and as evaluators, we may have underestimated just how difficult it is to realize this strategy in the way proposed here. It is tempting to view this as a particular project that did not succeed for idiosyncratic reasons of particular implementation decisions and of local institutional context. However, another view is perhaps more appropriate; even if the implementation had stayed closer to recommended practice, its success may have been no greater. The failures here may reflect a broader problem with the difficulties of undertaking this approach in a context of so much competition for media attention, and so many causes sending out press releases and staging media events. The most important conclusion of the evaluation may be that the media advocacy strategy itself is a difficult one to realize. It may require an unusual lining up of the stars – (a) a consensus among relevant constituencies around worthwhile policy issues and actions which can (b) engage the news media and the general population well as (c) an effective advocacy staff able to do the hard work of articulating the issue for the media and galvanizing public and elite support.

CHAPTER 2. DESCRIPTION OF THE PHILADELPHIA PROJECT

In April 1996, the Family Violence Prevention Fund (the Fund) began to implement a demonstration project to reduce the incidence of the physical abuse of wives or girlfriends in the Philadelphia area by increasing public awareness, social norms that permit the problem, and generating individual actions against abuse. Initially called the Philadelphia Mobilization Project Against Domestic Violence, the intervention came to be known as the Philadelphia: Let's Stop Domestic Violence Project. In November 1998 the Fund shifted its strategy for the project, handing over leadership to local organizations in an effort to institutionalize and sustain project activities beyond the project's funded timeline, focusing community organizing efforts on a small number of select neighborhoods rather than citywide activities, and providing consultation to local leadership rather than employing direct staff. This shift marked the end of the citywide program, and also the end of citywide evaluation work.

Over the two and a half years of the project, locally hired staff of the Fund implemented the Philadelphia project in conjunction with an Advisory Council, made up of representatives of local organizations which offer advocacy for and support to victims of family violence. The project was designed to draw public attention to the problem of family violence by orchestrating media coverage, promoting action by government and non-profit agencies, private sector employers and unions, and organizing neighborhood and city-wide public events. By means of these program activities, the project planned to encourage city residents to take action against domestic violence, either by offering direct support to a victim or becoming involved in anti-violence efforts in their communities.

A detailed discussion of the Philadelphia project can be found in the semi-annual reports from the Fund. This chapter provides a brief description of the goals, theoretical model, and accomplishments of the project, based on the original Fund proposal and periodic reports.

2.1 PROJECT GOALS AND OBJECTIVE

As laid out in the original Fund project proposal, the goals of the project were to:

1. Deepen the Philadelphia public's understanding of, and commitment to become active in reducing, domestic violence.
2. Expand the community's approach to domestic violence from an emergency, social service model based on concern for the individual after the violence has occurred to include a preventative, educational and activist approach which involves the whole community in taking actions to stop domestic violence.
3. Change the social climate concerning violence against women from one of denial, avoidance, and implicit acceptance, to one of active rejection and intolerance of domestic violence through everyday individual and community actions.

The project strategy presented in the proposal centered on the strategic use of the media to generate public awareness about and interest in the issue. A heavily-promoted toll-free "Action Line" would provide a source of information for mobilized individuals to take action on personal, neighborhood, workplace and institutional levels, and/or get involved with local domestic violence agencies.

The project aimed to raise public awareness about the issue of domestic violence through media advocacy and community events, and through these efforts, to distribute information about what individuals, neighbors and

coworkers can do to reduce abuse in their communities. Program staff also planned to work with corporations, unions, government and non-profit agencies to raise awareness and offer information about steps individuals and institutions can take to prevent domestic violence. Links with local domestic violence organizations were made through the establishment of an Advisory Council that would meet periodically. Another key element was cultivation of the media to increase coverage of domestic violence that highlighted preventive solutions.

As laid out in the proposal, the strategy description included specific action objectives. As described, the project would result in significant increases in:

1. Person to Person Actions:
 - a. The proportion of the Philadelphia public that made a commitment to speak to a woman who was being abused, to a child in a violent home, or to a violent man.
 - c. The number of individuals who volunteered to work at or donate in-kind services to local agencies serving battered women and their children.
 - d. The level of private donations that were made to these programs.

2. Neighbor to Neighbor Actions:
 - a. The number of neighborhoods who held awareness-raising activities (such as house or block parties) and made a collective commitment to take action whenever the signs of domestic violence occurred.
 - c. The number of cars displaying bumper stickers, residences displaying house signs, and individuals wearing buttons or T-shirts promoting anti-violence messages.

3. Worker to Worker Actions:
 - a. The number of workplaces which, by conducting awareness and training efforts and improving their policies and procedures, enable abused women and violent men to get the help they need.
 - b. The number of employees who received information about domestic violence prevention and ways to provide help for abused women and violent men.

4. Judicial Watch Actions:
 - a. The number of Philadelphia judges who improve their handling of domestic violence cases¹.

2.2 MODEL OF BEHAVIOR CHANGE

The Philadelphia Project was based on the assumption that episodes of domestic violence are not only a function of stresses on and within families, but are also the result of cultural norms which may tacitly approve of or accept such physical violence, frown upon outside intervention, and discourage battered women from seeking available aid.

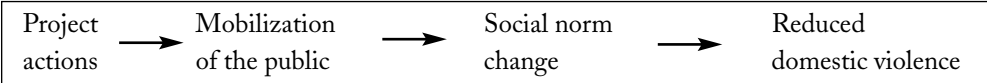
¹ This objective was discarded almost immediately because of difficulties gaining access to family courts, where domestic violence cases are heard, and because there was little support for this approach from local domestic violence groups.

While recognizing the immediate need for direct intervention with victims and batterers, the mobilization project's primary focus complemented a direct intervention strategy with one that targeted the social norms that perpetuate acceptance of domestic violence. By attacking social acceptance of spousal abuse, it was suggested that fewer men will see their behavior as appropriate, more victims will deem their situations unacceptable, more friends, neighbors and co-workers will try to assist those they believe are trapped in abusive relationships, and consequently, the incidence of domestic abuse will eventually decrease.

Based on this theory it was argued that the Fund's intervention could affect the incidence of domestic violence if the mobilization activities successfully affected social norms. As depicted in Figure 1, project impact depended on whether:

1. Project activities occurred with sufficient magnitude to
2. Get the attention of members of the public to
3. Affect social norms, beliefs, attitudes and behaviors relating to domestic violence prevention, and consequently
4. Reduce the incidence of abuse.

Figure 1. Model of the mobilization project



In the balance of this chapter, we describe the achievements of the Fund completed over the project period.

2.3 ACCOMPLISHMENTS OF THE PROJECT

The following summary of the project activities is adapted from semi-annual reports presented by the Fund to the foundation. We have divided the achievements broadly into five categories: Project management, community and neighborhood activities, institutional and workplace activities, promotion and advertising, and media advocacy. Within each category we have set down the activities reported for each six month period.

2.3.1 PROJECT MANAGEMENT

April through October 1996

The first order of business for the project was hiring local staff. The Fund advertised the position of Project Coordinator in area newspapers, newsletters and employment listings, and reviewed dozens of resumes submitted in response. By September 1996, no candidate with suitable skills in political organizing and media relations had been found.

Three meetings were held with the Advisory Committee, comprised of representatives of each of the local domestic violence programs – including Women Against Abuse, Women In Transition, Lutheran Settlement House, and Congreso De Latinos Unidos, Inc. – as well as a representative from Pennsylvania’s statewide domestic violence coalition and a representative from the District Attorney’s Office. The purpose of the Advisory Council was to win the support of the local domestic violence prevention community, and to ensure that project activities fit appropriately with ongoing activities in the city.

November 1996 through April 1997

The Fund representatives from San Francisco interviewed many candidates before finding a Project Coordinator with the desired combination of skills in public relations, coalition-building, communication and marketing, as well as a background in reproductive and child health.

Two meetings of the Advisory Council were held in the second six-month period. The results of the baseline poll by the Annenberg research team were presented to the Council, and participants discussed a planned workplace intervention and other program activities.

Considerable effort was spent in this period allaying the concerns of the local domestic violence community. These concerns principally related to two areas. The first was identified as an inherent tension between public education and service delivery efforts. Representatives from local organizations — which offer shelter, counseling and other important services to victims of abuse — feared that a large-scale public education effort would result in an unmanageable number of victims seeking services. At the time, the organizations were also struggling with the prospect of funding cuts from private and public sources. The Fund worked with the local organizations to identify the concerns and find ways to address them, in this case for example, through fundraising.

The other primary concern had to do with the tension between alternative strategies to address and try to reduce domestic violence, and the basic ambivalence felt by the local DV groups about the efficacy of a mobilization strategy. Representatives from the local agencies emphasized their skills in addressing the issue, and were doubtful about the suggestion that active outreach by non-professionals should be encouraged, since they would not be trained on the dynamics of abuse. The Fund staff pointed to the large proportion of victims who did not seek help through the services (more than 70%), who might be assisted by volunteers among their friends, family, neighbors, and co-workers. Program staff spent a lot of time working with representatives of the local agencies to come to terms with this issue and find appropriate solutions.

Program staff also set out to build coalitions with other institutions, including non-profits, the Mayor’s office and other political leaders and other appropriate public interest and service groups.

May through October 1997

The new Project Coordinator was oriented and trained by program staff from the Fund, both in San Francisco and Philadelphia. In San Francisco, the Project Coordinator was oriented to the other activities sponsored and carried out by the Fund, as well as becoming familiar with administrative protocols, bookkeeping, and the like. In Philadelphia, a number of meetings were held to bring her up to date with the project strategy and activities, and to introduce her to principal actors and institutions in the domestic violence community.

One of the first tasks for the new Project Coordinator was to locate, lease and equip an office. Close coordination was established for project management between the San Francisco and Philadelphia offices. Another new hire in

this period was a public relations professional for the Field Organizer position. Recruiting continued for an Administrative Assistant.

The Project Coordinator continued the work of building a broad-based coalition of support for the project, meeting with representatives from a variety of organizations in the city. Several of these committed to lending members of their volunteer pools to work on project activities, including the Mayor's Office of Community Services, the Parent Infant Center, the Philadelphia Enterprise Zones, the U.S. Dept of Health and Human Services Mid-Atlantic Regional Office, Black Women's Education Project, and Friends Neighborhood Guild.

The Advisory Council met five times during the period to coordinate and plan the different campaign events.

November 1997 through April 1998

The Administrative Assistant position was filled in this project period, making for a full staff complement in the Philadelphia office of the Fund. The staff continued to work in close coordination with the San Francisco office, and with the local domestic violence community through four meetings with the Advisory Council.

Additional organizations which signed on in this period to assist in Fund-sponsored events were the Philadelphia Branch of the NAACP, the Urban League of Philadelphia, several City Police Districts, Black Women's Health Project, Dixon Settlement House, Million Women Universal Movement, Neighborhood Action Bureau, Norris Square Civic Association, Northwestern Human Services of Philadelphia, Parents Against Drugs, South Philadelphia Family Partnership, and various community centers throughout the city.

In part through the leadership of the Fund, a Shared Fund was established to enable the local collaborating agencies to share donations made to the cause by individuals who became active in the mobilization project.

May through October 1998

Coalition building continued to enlist the support of individuals and organizations in Philadelphia. The Mayor's Office of Community Services continued to show significant support. New collaborating organizations were the Sunnycrest Family Support Services, Calvary United Methodist Church, West Philadelphia Community Center, among others.

November 1998 through April 1999

Consonant with the Fund's strategic shift to project implementation through local community organizations, the Philadelphia office was closed. During this period, project management met with local domestic violence groups to determine a plan for institutionalizing each of the project's components, as well as for transitioning from a city-wide effort to a neighborhood-driven one.

2.3.2 INSTITUTIONAL AND WORKPLACE ACTIVITIES

April through September 1996

The Fund cosponsored the third in a series of conferences to discuss solution-oriented approaches to stopping family violence, sponsored by the Mid-Atlantic Regional Office of the U.S. Department of Health and Human Services.

The Executive Director of the Fund joined her counterpart in Congress in describing the Philadelphia Project. The Fund also assisted in the media promotion and planning of the conference. For example, the conference included (at the Fund's recommendation) personal testimonials from individuals directly impacted by domestic violence.

October 1996 through March 1997

A consultant was hired to coordinate and organize the workplace component of the project, a key element in the Philadelphia initiative. Preliminary planning and discussions with local collaborators took place toward a set of activities that would be timed to coincide with the Fund's national "Work to End Domestic Violence Day, October 1st." This intervention would focus on reaching and working with Philadelphia employers willing to undertake efforts to reduce domestic violence through workplace training, distribution of information, and other means to offer support to battered working women and help prevent domestic violence.

May through October 1997

Due to the difficulties of getting the project off the ground, the first substantial program event took place 18 months after start up. The preparatory work led up to the first annual event — Work to End Domestic Violence Day — that took place on October 1, 1997. The occasion coincided with two national initiatives: The Fund's annual workplace event of the same name, as well as the beginning of Domestic Violence Awareness Month. The event featured dozens of employers displaying anti-domestic violence posters, distributing information about the problem and hosting seminars to address abuse.

The consultant worked independently for several months to organize the various activities of the event, and to recruit employers to take part in it. An Organizer's Kit was produced which included a variety of materials that an employer might use to participate in the event. Among other things, the Kit included a sample newsletter, sample paycheck insert about the issue and where to find help, and guidelines on how to talk about domestic violence with co-workers. Each of these sample pieces advertised the local Action Line, as well. The Kit was sent to 45 employers across the city. In the end a varied group of 32 workplaces (18 private and 14 public) were recruited to participate, including Allegheny University Hospitals, Conrail, Eichler and Moffley Realtors, FMC Corporation, Manchester, Inc., Philadelphia Bar Association, SmithKline Beecham, Temple University, and the University of Pennsylvania Health System.

A month before the event, on Sept. 3, a press conference was convened by the Mayor's Office to announce Work to End Domestic Violence Day, and to encourage Philadelphia employers to participate. The Mayor, the District Attorney, and several business leaders addressed the press at the rally. Program staff designed a media outreach strategy around the press conference, including releasing a media advisory and press release before the event, and drafting talking points for speakers. Some coverage resulted in the *Philadelphia Inquirer* and on two local network evening news programs. In the next step of the campaign, another public event was scheduled on Sept. 18 to publicize the passage of a resolution by the City Council in support of Work to End Domestic Violence Day.

Specific events on October 1 included various efforts by employers to educate their workforce about domestic violence. Among other activities, employers held 19 workshops for employees in various languages regarding domestic violence. The City School District distributed hundreds of campaign posters to 250 schools across the district, and included information about abuse in paycheck stuffers sent to 30,000 employees. The Mayor's Office hosted training for personnel directors which resulted in the formation of a task force to develop a citywide domestic

violence policy (it is uncertain whether substantive shifts in policy resulted). Newsletters were sent to 1500 Philadelphia Empowerment Zone businesses.

A Workplace Subcommittee was formed to oversee and coordinate workplace activities in the wake of the October event.

November 1997 through April 1998

The workplace project continued to build on the contacts made in the previous year's event, developing and implementing a plan to achieve greater awareness of domestic violence as a workplace issue. Activities included encouraging employers to convey clear anti-domestic violence messages at the workplace and to put in place policies and protocols supportive of battered women. Program staff focused on corporations, labor and non-profit organizations, and municipal government agencies.

Among other activities in this period, program staff met with participants of the previous year's event to begin to plan for the following October.

Program staff developed samples of different material that could be inserted into corporate in-house newsletters, e-mail communications and memos. Project staff developed a sample newsletter article for Valentine's Day that was sent to dozens of participating employers. Another piece was written for Mother's Day which was run by both the Philadelphia Housing Authority and Rosenbluth Travel, among others.

A national effort by the Fund to develop and produce a model workplace policy on domestic violence was sent to each member of the Advisory Committee and to participants in the Work to End Domestic Violence Day. Several employers considered adopting the policy, or elements of it, including the City of Philadelphia's Personnel Department, FMC Corporation, Drexel University, and the U.S. Dept. of Health and Human Services Mid-Atlantic Regional Office. SmithKlineBeecham and Rosenbluth Travel integrated parts of the model policy into the company's overall workplace violence policy in a special section on domestic violence; it is unclear whether other employers modified their policies similarly.

Program staff met with the leadership of labor unions in the city to enlist them in an effort to combat domestic violence. Initial efforts with the United Food and Commercial Workers involved educating leaders and members about the problem through information sessions with 50 field service agents and 70 mental health professionals. A proposal was developed to disseminate information widely through the union. Program staff also met with the health and safety coordinator for the Associated Federal, State, and Municipal Employees, to set up information sessions, provide educational materials, and initiate contact with other unions.

May through October 1998

In an effort to maintain institutional support of the domestic violence prevention effort, the Fund continued to work with leaders of corporations, non-profits, unions and in government. Through these efforts, employers and institutions continued to distribute domestic violence-related information to employees. Several unions were persuaded to distribute information to educate their membership about domestic violence. Bell Atlantic Mobile donated cellular telephones to the Philadelphia Police Department's Domestic Violence officers and voice mail boxes to one of the domestic violence agencies. Project staff also prepared information about domestic violence prevention and resources that employers could use in employee newsletters, and other project materials were displayed.

November 1998 through April 1999

Consistent with the Fund's plan to institutionalize the Philadelphia project within local entities, program staff sought out large employers to provide continued leadership for the workplace activities. A coalition of employers is envisioned to promote effective responses to domestic violence by corporations, and to provide support and information to active partners. The first meeting of the group is planned for June 1999.

2.3.3 COMMUNITY AND NEIGHBORHOOD ACTIVITIES

April through September 1996

In the first six months, the Fund contributed in planning and materials to a rally against domestic violence organized by Congreso de Latinos Unidos, Inc. in conjunction with representatives from over 40 city, health, women's and family organizations. The rally took place on October 26, 1996. A local PR firm was hired specifically to promote this event.

The Fund contributed materials to the rally, including 10,000 copies of its Community Action Kit; 4,000 "There's No Excuse for Domestic Violence" bumper stickers in both English and Spanish; 3,000 "There's No Excuse for Domestic Violence" buttons; thousands of posters in both English and Spanish; and thousands more Take Action Kits in both English and Spanish. Congreso produced billboards, balloons and other promotional items distributed at the march with the names of media sponsors.

The Fund successfully recruited WUSL-Power 99 (which reaches primarily African American and Latino listeners) and WIOQ-Q102 (with a mostly white audience) as media sponsors; Congreso had also recruited WTEL, a Latino radio station. In addition to promoting and sponsoring the rally, the stations also agreed to air stories and questions about domestic violence through the month of October. The intent of the radio station activities was to promote discussion about the roles people can play in stopping domestic violence. For example, WUSL agreed to read at different points in the month 20 short sound bites about domestic violence, provided by the Fund.

October 1996 through March 1997

In this period, approximately 200 people responded to the appeal to call the project Action Line. Program staff wrote a letter to the callers asking for stories about things they had done to help battered women and their children. The callers were also added to the project mailing list so that they received the Fund newsletter (the mailing list also included workplace leaders, government contacts, and people who had approached the Fund at various fairs).

As part of the effort to reach out to individuals through community organizing and institutions, the Fund began the process of developing hands-on Action Kits for use in the Philadelphia area. These Kits describe ways individuals, neighbors and co-workers can intervene in specific instances of abuse and prevent domestic violence and were sent to callers of the Action Line.

May through October 1997

By this period, a total of 500 individuals interested in ending abuse had responded to the promotion to call the project Action Line and consequently receive Action Kits. The Kits were nearing completion in this period.

Materials were disseminated at community events around the city, including “Stand for Children” on June 1, the Clark Park Community Education Day on July 26, and the Million Woman March on October 25.

November 1997 through April 1998

The Action Kits were printed and released in this period. The General Action Kit, produced in both English and Spanish, detailed safe and effective steps people can take to address domestic violence. More specialized kits were published as well. The Neighbor to Neighbor Domestic Violence Action Kit contained materials to help make city blocks into Domestic Violence-Free Zones. The Worker to Worker Kit addresses domestic violence as it affects the workplace. The Person to Person Kit was designed for survivors of domestic abuse who sought to help people they knew might be facing abuse. The Kits were also planned to be adapted in versions for national release. Two innovative elements included in the Neighbor to Neighbor Kit were a house sign proclaiming “Listen up! There’s no room for domestic violence in this neighborhood!” and “Safe Haven” stickers for neighborhood businesses to display.

The neighborhood-organizing component of the Philadelphia project was advanced by clarifying recruiting channels, and roles that volunteers could play in actively preventing domestic violence. Volunteers were recruited through contacts made by the Field Organizer, workshops with participating organizations, and presentations at health fairs and other outreach activities. Community Ambassadors, or lead volunteers, were recruited from among concerned residents, block captains, community and religious leaders, and representatives from well-established organizations and associations (the report does not specify the number of Ambassadors recruited, or the neighborhoods in which they were active). In the six month period, the Fund helped volunteers organize presentations and distribute materials in meetings conducted by the lead domestic violence agencies, participated in a job fair sponsored by the Black Women’s Health Project, and a health fair sponsored by State Senator Allyson Schwartz. A variety of activities and roles were planned for the volunteers, including training in domestic violence and media skills, block parties, special events for teens, and other kinds of presentations.

The Fund presented a proposal to the Mayor’s office to request his participation in on-going mobilization activities. The proposal asked him to send a personalized letter to the chief executives of 15 companies in Philadelphia asking them to take part in the upcoming October rally. While the mayor did not agree to do this, he did agree to ask city employees to put bumper stickers on their cars. In addition, the Fund requested that the Mayor participate in community and neighborhood activities as they occurred. The Fund was also approached by a City Councilwoman who expressed interest in learning more about the problem of domestic violence. In response, a meeting was set up with leaders of local domestic violence agencies and other key advocates, providing a good opportunity for program development.

May through October 1998

Neighborhood organizing efforts resulted in a number of community events. Community Ambassadors and volunteers in neighborhoods in various parts of the city were trained to mobilize their neighbors to assist in the effort to raise awareness about domestic violence, and to educate residents about the problem and its solutions. Five abuse survivors trained by the project also spoke at neighborhood events, support group meetings, town meetings and other community presentations about their experiences of abuse, and what people can do to help.

A series of organizing events took place during the summer of ‘98. On May 13th a rally was held at the Northwest Regional Library. State Senator Allyson Schwartz spoke at the event, and twenty volunteers attending the rally went out and distributed domestic violence awareness materials in the neighborhood.. The Mayor’s office collaborated on

a variety of activities as part of the Block Empowerment Day in Northwest Philadelphia on May 23rd, in which 150 residents received bumper stickers and house signs. Police Commissioner John Timoney and leading domestic violence advocates spoke to more than 100 attendees at a kick-off event held June 15th at the Martin Luther King Recreation Center in North Philadelphia. Volunteers distributed more than 5000 bumper stickers and 2000 house signs at these community events.

Volunteers and organizers distributed more than 200 General Brochures and Action Kits at neighborhood events, including health and community fairs, such as the Albert Einstein Medical Health Center Health Fair, the 17th Police District Community Fair, the Mayor's Office of Community Services Forum, and the I Can End Violence Coalition Peace Festival.

Dozens more Philadelphians contacted the Action Line in the period and received project materials.

Months of planning and organizing with collaborating municipal, corporate, non-profit and union partners culminated in the second annual October event, the Market Street Blitz, on October 1, 1998. The day began with a rally in Center City opened by the Mayor, and featuring celebrities, survivors, domestic violence advocates, as well as representatives from Federal, State and Municipal government agencies. Following the rally, volunteers fanned out in Center City to distribute thousands of materials to passersby. About 8000 bumper stickers, house signs and one-page resource sheets were distributed during the Blitz. Following the event, close to 100 people requested additional awareness materials and volunteered to get more involved.

The Market Street event also served as a catalyst for workplace activities. For example, individuals from the partner corporations and other agencies participated in the rally, acted as volunteers that day, and helped raise its visibility. A variety of businesses and associations displayed signs and distributed information in support of the rally. The University of Pennsylvania sponsored a rally on campus and distributed information about domestic violence to all faculty, staff and students. The University also displayed a poster featuring a Penn physician whose research has focused on domestic violence, and the campaign bumper sticker was placed on all University vehicles.

Project staff also worked with the United Way so that the Blitz could be incorporated as part of the United Way's Day of Caring event, scheduled for the same day. As a result, the project was advertised to more than 700 employers whose employees were allowed to participate in the event. Thirty volunteers were recruited from participating employers to take part in the canvassing of Market Street.

Appointed and elected government officials from the Federal level to City Hall consistently showed support for project events. They attended rallies and meetings, often speaking eloquently on the issue of domestic violence, its prevalence in the city, and what people can do to stop it. Among the political leaders who supported the various efforts were U.S. Department of Health and Human Services Regional Director Lynn Yeakel, City Councilwoman Mariah Tasco, State Senator Allyson Schwartz, Mayor Edward Rendell, and Police Commissioner John Timoney. All of these individuals spoke at public gatherings on behalf of the project. In addition, tangible signs of endorsement were the mailing of 7500 bumper stickers to city employees, with a direct appeal from the Mayor that they display the stickers on their cars.

November 1998 through April 1999

Following the closure of the Philadelphia office, the Fund, in conjunction with local domestic violence groups, commenced a search for suitable local community service agencies to undertake continued neighborhood activities, with technical assistance from the Fund.

2.3.4 PROMOTION AND ADVERTISING

April through September 1996

Public Service Announcements produced for the Fund's national "There's no excuse for domestic violence" campaign continued to run in the Philadelphia media market. Tracking surveys indicated that local television stations in particular continued to support the campaign, although the PSAs tended to be run at night. A reminder card was sent to the different radio and television stations to remind them that October was National Domestic Violence Awareness Month, and thus a good opportunity to broadcast the spots.

The press work for the October rally was executed in partnership with Congreso de Latinos, Inc. The two radio stations recruited to sponsor the October 26 rally agreed to air the Fund's PSAs about domestic violence throughout the month. The Fund Executive Director met with local public service directors to encourage them to run the PSAs regularly. Editorial writers of local papers were also contacted to discuss domestic violence and to encourage them to editorialize about solutions.

October 1996 through March 1997

Television, print and radio PSAs from the national "There's no excuse for domestic violence!" campaign continued to run in the Philadelphia market.

May through October 1997

The Philadelphia project was renamed during this period as "Philadelphia: Let's Stop Domestic Violence!" chosen because it communicated a solution-oriented call to action. In conjunction with this new name, a logo for the project was designed, creating a uniform look for the campaign, that was used on stationery and all materials produced by the project.

In this period the Fund's national campaign ("There's no excuse for domestic violence") continued to run in the print, radio and television media in the Philadelphia area, in part in response to a letter sent to encourage all public service directors in the city to do so. Co-signed by all the leaders of the domestic violence community in the city, the letter presented statistics about the impact of domestic violence and ended with a request to air the PSAs with the local Action Line number substituted for the national 800 number. The letter was followed by a round of follow-up calls. The ABC affiliate committed to airing the spots with the local number.

November 1997 through April 1998

The Project Coordinator sent a follow-up letter to encourage Philadelphia area program directors to continue to air the national There's No Excuse for Domestic Violence PSAs, with the local Action Line number, and at least one major station agreed to do so. The Coordinator also developed announcer-read PSAs with local statistics, and sent them with the letter. The 10, 15 and 30 second messages were designed to bring attention to the issue and promote the Action Line. Seven radio and TV stations committed to airing them regularly. It is not clear how often, or at what times of the day, the messages were aired.

May through October 1998

The Project purchased time on 2 major radio stations on the day of the June kick-off event with John Timoney. Subsequently, the Project purchased print, radio and outdoor advertising space for the months of September and October to help promote the Market Street Blitz. Four posters depicting Philadelphians speaking out against domestic violence were featured on city buses and in subway stations. Radio spots promoting the event were played during morning and evening drive time (the most listened to part of the day for radio stations) on four leading stations. Thirty-seven colorful banners proclaiming “There’s no excuse for domestic violence” flew above Center City streets.

2.3.5 MEDIA ADVOCACY

April through September 1996

In the first six months program staff lobbied and provided information to encourage writers, reporters and editors from local news outlets to expand their coverage of domestic violence. Taking advantage of National Domestic Violence Awareness Month, program staff drafted a memorandum encouraging the editorial staff of the two largest newspapers in the city (the *Philadelphia Inquirer* and the *Philadelphia Daily News*) to draft an editorial on the issue of domestic violence. Both papers expressed interest in writing such a piece.

A Philadelphia-specific fact sheet on the social cost of domestic violence and violence prevention events was distributed to 220 writers, editors and producers, followed by telephone outreach. As a result, KYW-TV, the local ABC affiliate, expressed an interest in producing a story on the health dimensions of the problem, and reporters from the *Inquirer*, the *Daily News*, the *Philadelphia Weekly* and the *City Paper* expressed interest in running stories on the issue. It is unclear how many completed articles resulted.

In addition, all individuals in Philadelphia prominently involved in the struggle against domestic violence were added to the mailing list of the Fund’s newsletter. This source provided information about public policy developments and tips and materials to help advocates raise awareness about domestic violence through media outreach.

October 1996 through March 1997

The project generated publicity for the issue of domestic violence in the local media through press releases and public events. Program staff began a newsletter developed for officials, executives, members of the media and other community leaders to update them on the issue of domestic violence and events in Philadelphia.

Several victims of domestic violence were identified through various initiatives and trained about how to frame their stories when talking with the media and to the public. A taped account of abuse from one victim was also included as a possible discussion starter in the Action Kits.

May through October 1997

The Work to End Domestic Violence Day event offered an opportunity to advance the media effort. A news advisory and a press release were sent to 100 Philadelphia journalists interested in domestic violence regarding the various events taking place around the city on October 1. A list was compiled of all of the events related to Domestic Violence Awareness Month in Philadelphia, which was made into a calendar and sent to hundreds of journalists. In addition, a Rolodex card was printed and distributed to the 100 journalists listing all domestic violence agencies in

the city and their hotline numbers, along with a fact sheet about the prevalence of abuse in the city. Subsequently, editorials were included in both the main city newspapers, and the October event obtained coverage on both radio and television stations.

Some weeks after the Philadelphia event on October 1, a meeting held in Washington with Vice-President Al Gore to bring attention to the National Domestic Violence Awareness month, and promote workplace initiatives, offered an opportunity to feature project collaborators from the local domestic violence community.

A Media Briefing Series was inaugurated to generate more solution-oriented coverage promoting both policy positions of the Fund, and capitalizing on discussions and events relating to domestic violence. The Series was planned as a quarterly publication to be sent to the interested journalists, and would consist of summaries of policy issues, along with relevant statistics. Each issue would also identify resources journalists could turn to for information about particular policy areas, and spokespersons who could articulate policy solutions. The first issue was released, featuring Workplace issues, describing how spouse abuse affects the workplace, and featuring the support of the Philadelphia employers for the October event.

In addition, several press releases were issued by the Fund office to the database of 100 journalists. One highlighted a Fund publication on best practices for responding to domestic violence in health care settings. Another featured the recipient by one of the local agencies of a Marshalls' Domestic Peace Prize, a national award for outstanding grassroots domestic violence prevention programs.

The Fund's semi-annual newsletter, featuring an article about the Philadelphia Workplace initiative, was sent in November 1997 to the 100 journalists on the project's press list and to the 500 callers of the Action Line.

To prepare collaborators from the various domestic violence agencies on how to respond to questions from the media, a series of three media training courses were held. One activity was designed to help participants be more comfortable and effective in front of the camera. A second training on Outreach Tactics was designed to help program staff become more proactive and effective in media relations. The third training on Message Development was designed to help participants develop compelling, salient messages for specific target audiences. In addition, a bimonthly newsletter featuring media advocacy tips, Speaking Up, was distributed to collaborating domestic violence agencies. In addition, the Fund worked with five survivors so that they could most effectively communicate the suffering caused by domestic violence, and the steps others can take to help address the problem.

Finally, on a national level, the Fund teamed up with the country's four other national domestic violence organizations to initiate a media outreach and community education initiative designed to assist advocates across the country in generating solution-oriented media coverage about domestic violence. In Philadelphia, program staff met with local leaders to discuss how to take advantage of this initiative at the local level.

November 1997 through April 1998

Four survivors of abuse participated in a four-hour media training designed to assist them in telling their stories in a powerful way, including development of talking points, preparing for interviews, and practicing interviewing on-camera.

Two new issues of the Media Briefing Series were released, one on the Violence Against Women Prevention Act of 1998, and the other on the intersection of domestic violence and child abuse. Each issue was sent to the Fund's database of interested reporters, producers and editors in the Philadelphia area. The database had grown by this point to approximately 200 individuals.

In conjunction with a national meeting convened by the Fund in Washington to promulgate a strong and unified public health policy on the issue of domestic violence, principal speeches and policy recommendations were sent to all health editors and writers in Philadelphia.

The Fund initiated a public relations effort to bring attention to neighborhood events planned for May. In addition to a press release, the strategy included pitching stories to press outlets, drafting an op-ed piece about the campaign, and seeking an editorial board meeting with one of the leading papers or radio stations.

Continuing efforts in this period to keep domestic violence in the public eye included an appearance by the Project Coordinator on a television public service program entitled *Community Close Up*, and a radio interview.

The Project Coordinator also sought the advice of Public Service Directors from the area to coordinate and plan ways to work with the media to spread messages about the project and domestic violence.

Bi-monthly issues of *Speaking Up* continued to be sent to local domestic violence agencies, with ideas on how to work with the media to generate solution-oriented coverage about abuse. Among other issues covered in the series were the results of a Department of Justice Stalking Study, and suggestions for how advocates could capitalize on Mother's Day activities to raise awareness and funds.

The Fund's semi-national annual newsletter, featuring the links between domestic violence and child abuse, was also sent to the list of 500 volunteers and 200 journalists.

May through October 1998

The project continued to generate publicity for the issue of domestic violence in the local media through press releases and public events. The local press ran stories about the neighborhood events and the Market Street Blitz, including both the two major as well as local newspapers, four leading radio stations, and local television news broadcasts. On the day of the Blitz, eight news stories were broadcast on television and radio describing the event. The Police Commissioner co-signed an op-ed piece written by the Fund and placed in the *Philadelphia Daily News* that condemned domestic violence.

Program staff began a new monthly newsletter developed for the people on the mailing list (numbering more than 1000), including Philadelphia officials, executives, members of the media and other community leaders to update them on the issue of domestic violence and events in Philadelphia. In addition, the advertising campaign was a strong visual presence for some time. Public service announcements were also tailored to local radio stations, encouraging people to call the Action Line.

November 1998 through April 1999

The project continued to distribute the new newsletter to keep key leaders and news reporters up to date on the issue.

2.4 DISCUSSION

This summary of activity lays out in detail the level of effort of the Fund staff in carrying out the work plan. Many specific efforts were made in each project area to mobilize individuals, neighborhoods and organizations and to disseminate materials with domestic violence prevention strategies. Through community and workplace activities, probably thousands of people in the city were reached. Efforts to generate media coverage about the project met

with intermittent success. Media outlets played public service announcements throughout the project period, though mostly on a pro bono basis. Media time or space was purchased only during the Summer and Fall of 1998.

The question remains whether the mobilization and advocacy efforts were sufficient to accomplish the goals set out in the project proposal. There was much project activity, but the heft or bulk of that activity may not have been enough. It does not seem as though good faith efforts on the part of the project often turned into activities that reached important and large audiences, activities that were big enough so that a citywide evaluation could detect their traces. For example, the distribution of newsletters and the offering of press briefings were promising, but local journalists did not often enough exploit that information and turn them into news stories. The stories that the Campaign had to offer were not often first page stories, stories that could galvanize attention and stay in the media for enough days so that the population might notice.

Philadelphia is a very large city and the target audience was all adults in Philadelphia. It is unclear in the summary of activities how often specific commitments on the part of institutions were carried out. Similarly, some employers were recruited and took some actions consistent with Campaign recommendations, but it is uncertain how often recruited employers did more than very limited educational efforts as the result of Campaign actions, or how often they incorporated domestic violence prevention recommendations into their corporate policies.

Similarly, there was a decline in access to prime time for public service advertisements, even if radio and TV stations aired public service announcements at all. And despite considerable enthusiasm on the part of city officials, it is not clear that any lasting change was made in how the city conducts its business in relation to domestic violence. The Fund's semi-annual reports show that project activities met with success when it came to generating interest on the part of institutions and individuals, but whether this translated into actions – more news articles, transformed policies, more rallies, or more volunteerism – that were noticed by members of the public, is the question we turn to next.

In this chapter we have presented goals and objectives, the model of behavior change, and the activities of the Philadelphia Project. Next we turn to the goals and methods of the evaluation by which we set out to determine whether the project's activities achieved their desired outcomes.

CHAPTER 3. DESIGN OF THE IMPACT EVALUATION RESEARCH

As set out in the proposal from the Annenberg School for Communication for the evaluation of the Philadelphia project, the research team gathered evidence to address four fundamental research questions:

1. Were the planned activities carried out as expected?
2. Was the project successful in mobilizing a substantial level of public action on the issue of domestic violence?
3. Was the project successful in influencing social norms, the attitudes and beliefs that average people hold, and the way that people who are not themselves batterers act with regard to domestic violence?
4. Was the project successful in reducing the rates of domestic violence?

Researchers also assisted program staff in monitoring implementation to identify administrative and conceptual problems, so that the Philadelphia experience might provide insights for future projects that adopt similar strategies to reduce violence.

The following section presents the methods selected by researchers to answer the questions.

3.1 METHODS

In this section we describe four sources of information that were used to answer the research questions:

1. Record keeping by project staff tracked accomplishment of project tasks and mobilization of the public (questions 1 and 2).
2. A monthly survey of Philadelphia residents was the principal method to assess population-level awareness of project activities, public action and mobilization, and individual levels of cognitive and behavioral outcomes (questions 1, 2 and 3).
3. Monitoring of the local media contributed to determining changes in the level of coverage of the issue over time (question 2).
4. Public records were used to ascertain whether incidence of domestic violence changed over the project period (question 4).

3.1.1 MONITORING PROJECT IMPLEMENTATION

Project staff from the Fund offices in Philadelphia and San Francisco kept careful records of program activities to track completion of proposed tasks (question 1) and to assess whether the activities prompted expected social mobilization (question 2). We presented the accomplishments of the project as documented by program staff in the last chapter. To assess the more difficult question of whether the activities were of sufficient magnitude to get the attention of the Philadelphia public, we turn to the monthly survey.

3.1.2 MONTHLY SURVEY

The research team developed a periodic telephone survey to monitor implementation of project activities and outcome measures at the population level. It involved measures to assess exposure to program activities and media coverage (question 1), the extent of mobilization of organizations and individuals (question 2), as well as changes in norms, beliefs, attitudes, intentions and behaviors over time (question 3).

The basic evaluation design was built around this series of monthly surveys of a representative sample of adults living in Philadelphia. A baseline survey of 400 adults was conducted in September 1996. The monthly series of surveys with a sample of 100-300 respondents began in January 1997 and continued until December 1998. Of the 24 months of data in the series, during 12 months the sample size was 100, and during 11 months the sample size was 150. Just prior to the second annual October event, in August 1998, the sample size was expanded to 300 to increase the statistical power for new exposure measures. The total sample size, including the baseline and the series, was 3550 respondents.

The survey period encompassed the implementation of all project activities. Two subcontracted survey research firms carried out the data collection. Both firms used telephone survey techniques making use of random digit dialing procedures and consistent interview protocols.

The baseline survey instrument was developed in the summer of 1996 by the research team. Development of survey concepts and questions was carried out through discussions between the research team and program staff from the Fund, about possible theoretical explanations for target behaviors. A set of four focus group discussions tested and expanded the initial concepts. A preliminary draft instrument was pre-tested by team members by calling randomly selected individuals from a list of phone numbers in Philadelphia acquired from a survey sampling company.

The pretested instrument was revised, finalized and used for a baseline survey conducted with a sample of 400 Philadelphians in September 1996. The baseline served two purposes. Preliminary levels of norms, attitudes, beliefs, intentions and behaviors were measured against which later measurements could be compared. In addition, the preliminary survey offered formative research results, which pointed to strategic directions in the continuing development of the Project. For the monthly survey which ran from January 1997 to December 1998, a shorter instrument was developed. Periodically, further questions were added which related to specific intervention activities.

The survey included measures of:

1. Exposure to the campaign's outreach activities;
2. Norms, beliefs and attitudes, including the importance of and other attitudes about domestic violence and prevention behaviors;
3. Intentions to take specific recommended actions, as well as reported actions taken;
4. Personal experiences relating to domestic violence;
5. Demographic characteristics; and
6. Media habits of respondents.

These measures are described in detail in the next chapter.

Statistical analysis focused on identifying trends in social norms, beliefs attitudes and behaviors over the course of the project, and assessing whether any changes were linked to project activities. In a sense there were two approaches to inference making. First, the broad trends could be described, looking for evidence that the various outcome measures

were moving in a desirable direction. While we could not be sure that trends were due to the program, such positive trends would be consistent with program effects.

Second, an argument for program impact could be made if the data showed a correspondence between the timing of major mobilization actions (such as the annual event) and the timing of increases in norms, beliefs and behaviors. To determine the impact of specific project events and activities, attitudinal and behavioral outcomes were compared before and after the events. In order to maximize statistical power, monthly survey results before and after specific events were clustered.

An inference that public mobilization influenced social norms, beliefs and behaviors would be strengthened if after careful analysis of events of the period there was no evidence of major external forces (such as a trial involving a public figure) coming into play at the same time as the project intensified.

3.1.3 MEDIA MONITORING

The media monitoring element aimed to assess a key element of the mobilization and advocacy effort — question 3 — namely, how the Philadelphia project affected the quantity of news coverage about domestic violence over time. Through clipping services and searches of on-line news databases, program staff and researchers monitored local and national news coverage about domestic violence, and about the Philadelphia project specifically. Through these searches a monthly count of news stories about the topic was generated which could be used to assess whether the project, or other domestic violence-related events, resulted in increased news coverage. The Lexis-Nexis and Dialog databases were used to locate stories relating to domestic violence and the project in the *Philadelphia Inquirer*, the *Philadelphia Daily News*, and for comparative purposes, the *New York Times*. The *Times* was used as a basis of comparison—if the workplace program successfully generated an increase in local media coverage, then the Philadelphia papers should have had a larger increase in domestic violence media coverage than other cities.

3.1.4 PUBLIC RECORD MONITORING

The fourth and final question asks if the Philadelphia project resulted in a reduction in domestic violence over time. The research team sought out real world indicators of domestic violence to determine whether any evidence could be found for changes in the incidence of phenomena related to domestic violence, which might be attributed to the campaign's efforts. Researchers received monthly totals of Protection From Abuse Orders petitioned through the domestic violence units of the Family and Municipal Courts in the city. The research team concluded that other proposed indicators, including police and emergency room records, were unreliable or not feasible.

3.2 DISCUSSION

In this chapter we have presented the questions that we set out to answer in undertaking the evaluation of the Philadelphia: Let's Stop Domestic Violence! Project. We described the four methods that we adopted to answer the questions and determine the impact of the intervention. In the next chapter we begin our presentation of the results of the research.

CHAPTER 4. SURVEY SAMPLE DESCRIPTION

4.1 DEMOGRAPHICS

In this chapter, prior to addressing the research questions set out in the last chapter, we first present a description of the sample respondents. The data are drawn from the series of monthly surveys of a representative sample of adults living in Philadelphia. A baseline survey of 400 adults was conducted in September 1996. The monthly series of surveys with a sample of 100-300 respondents began in January 1997 and continued until December 1998, and included 24 monthly waves. The total sample size, including the baseline and the series, was 3550 respondents.

In the following section, we present the basic distribution of responses to select questions, and then compare responses to these questions by demographic subgroups to test whether any subgroups are more likely to respond one way or another. This serves as background to the analyses we present in subsequent chapters. Specific demographics tested are gender, race, age, education, income, and marital status. Results are only reported if the difference is found to be statistically significant (at $p < .05$) using Pearson's chi-square.

We present frequencies, including the mean, standard deviation and valid sample size, for all of the variables in the survey in Appendix 1.

Of the 3550 respondents, about one third was male, and two thirds female (see Table 4.1). About one tenth of the sample was 18-24 years of age, one fifth were 25-34, one third were 35-49, and one third were 50 or older. More than half of the respondents were white, and more than one third were African American. The rest of the respondents were Hispanic/Latino, Asian, Native American, or some other ethnic background.

With regard to education, one tenth of the sample had less than a high school education, more than one third had a high school education, about one quarter had some college education, and one quarter had a college degree or higher. In terms of income, more than half the sample had an annual income under \$30,000, one quarter had an annual income of \$30,000 to \$50,000, and one fifth had an annual income greater than \$50,000. Almost half of the sample was married or living with a partner, about a third was either divorced, separated or widowed, and about a quarter were single. Six out of ten respondents were employed outside the home.

In certain respects, the sample's demographic characteristics were different from the Philadelphia population according to the 1990 Census. The sample was more female (67% vs. 54%), more educated (27% vs. 15% of respondents 25 years and over had a college degree or more), and had a higher income (67% vs. 58% had an annual household income over \$20,000) compared to the general Philadelphia population in 1990. Our sample also slightly over-represents 35-49 year-olds (30% vs. 24%).

The discrepancies between our sample and the census may be explained by possible true improvements in status since 1990, especially in the case of education and income. The discrepancies may also result from the limitation of the sample to telephone subscribers, or to individuals willing to respond to our questionnaires. Approximately 50% of the respondents successfully contacted by the telephone interviewers agreed to take part in the study.

Table 4.1. Percent of sample in demographic categories

Demographic	Category of response	Percent of sample	Valid cases
Gender	Male	32.7	3550
	Female	67.3	
Age	18-24	11.1	3529
	25-34	21.5	
	35-49	30.4	
	50-64	18.8	
	65+	18.1	
Race	White	54	3507
	African-American	37.2	
	Hispanic/Latino	4	
	Asian	1.7	
	Native American	1.1	
	Other	2.1	
Education	Less than high school	10.9	3535
	High school	38.2	
	Some college	25.8	
	College or more	25.1	
Household income	Under \$10K	14.1	3052
	\$10K to \$20K	19.3	
	\$20K to \$30K	19.6	
	\$30K to \$40K	16.3	
	\$40K to \$50K	10.4	
	\$50K to \$75K	12.7	
	\$75L to \$100K	4.8	
	More than \$100K	2.8	
Domestic status	Married/living with a partner	44.5	3529
	Divorced/separated	14.9	
	Widowed	12.2	
	Single	28.5	
Employment	Employed outside the home	61.5	3535
Attend religious services	Regularly	38.6	3539
	Occasionally	32.7	
	Rarely	14.5	
	Never	14.2	
Involved in neighborhood activities?	Yes	27.6	3538
	No	72.4	

4.2 MEDIA USE

With regard to media use, respondents reported that on average they watch 3.17 hours of television per day, and listen to the radio 2.79 hours daily. These Philadelphians watch local TV news between four and five times (4.78 times on average) per week, and national news between three and four times (3.67 times) per week. Although 49% of the respondents never read the *Philadelphia Inquirer*, those who do read the newspaper on average four days per week. Similarly, 56% of the sample never reads the *Philadelphia Daily News*, but readers do so 3.83 days per week.

4.3 EXPERIENCE WITH DOMESTIC VIOLENCE

To set the stage for the responses to the central evaluation questions, it is also important to know that this is a population with extensive experience with domestic violence. The survey also inquired about the personal experience respondents had with domestic abuse. A set of questions inquired into any personal experience that the respondents had relating to domestic violence (see Table 4.2). Almost one in two individuals reported ever knowing a man or woman involved in an abusive relationship. Almost three in ten respondents reported knowing or suspecting a woman had been abused in the past year. Of these respondents, slightly less than one third saw or heard an incident, and slightly more than two thirds knew about or suspected abuse even though they had not seen or heard it first hand.

Table 4.2. Percent of sample knowing a man or woman involved in abuse

Experience with abuse	Percent saying yes	Valid cases
Ever known a man or woman involved in abuse	51	3512
Knew a woman abused in the past year	29	3528

Were specific demographic subgroups more likely than others to report that they had ever known a man or woman involved in an abusive relationship? Again, results are only reported if the groups are statistically significant (at $p < .05$) using the chi-square test. Women, respondents with more education, African Americans, younger respondents and those not living with a partner were more likely to respond positively to the question (see Table 4.3).

Table 4.3 Percent of subgroups ever knowing a man or woman involved in abuse

Demographic	Category of response	Percent of sample	Valid cases per group
Gender	Male	47	1149
	Female	53	2363
Education	High school or less	46	1716
	Some college or more	56	1788
Race	White	45	1876
	African American	60	1297
	Other	55	307
Age	18-34 years	60	1146
	35-49	56	1064
	50+	39	1286
Marital status	Living w/a partner	47	1554
	Not with a partner	55	1943

Respondents also reported about personal histories of abuse. Perhaps the most striking finding is that one in four women respondents reported that she had ever been abused by a husband or boyfriend (see Table 4.4). Including both men and women in the sample, one in six respondents reported that his or her mother had been abused by her husband or boyfriend. More than one of four women who reported having ever been abused indicated that they had ever sought help from a domestic violence program.

Table 4.4. Percent of sample with family experience with domestic violence

Experience with abuse	Percent saying yes	Valid cases
Ever been abused by a husband or boyfriend (only women asked)	27	2356
Mother abused	16	3502
Ever sought help from a domestic violence program (only women ever abused)	27	492

Female respondents with lower incomes, and who were African American or a member of another ethnic group, younger, and not living with a partner, were more likely to report that they had been abused (see Table 4.5). With regard to age, women in the middle age range (35-49 years) were more likely to report abuse, followed by the younger (18-34) and then the oldest (50+) groups.

Table 4.5. Percent of sample subgroup reporting having been abused

Demographic	Category of response	Percent of sample	Valid cases per group
Household income	Under \$20K	32	771
	\$20K to \$50K	24	892
	Over \$50K	15	354
Race	White	19	1212
	African American	29	954
	Other	30	184
Age	18-34 years	25	727
	35-49	28	709
	50+	20	914
Marital status	Living w/a partner	18	999
	Not with a partner	28	1353

At the baseline, we asked women who reported ever having been abused about their personal recent experience with domestic violence. Of the 64 women who reported ever having been abused (27% of all the women in the sample), two reported that they had been abused in the previous six months, or 3.1% of those asked. The sampling error around this estimate (plus or minus 4%) included zero. We concluded that we would not have a large enough sample to have the statistical power to detect changes in recent personal experience with domestic violence, so we did not include this question in subsequent rounds of data collection.

In the next chapter we turn to the research questions posed in the last chapter.

CHAPTER 5. EVIDENCE OF CAMPAIGN EXPOSURE AND SOCIAL MOBILIZATION

In Chapter 2 we presented a summary of the activities carried out over the two and a half years of the Philadelphia project. Having described the level of effort of the campaign, in this chapter we now look at the research evidence in order to respond to two research questions. First, we assess whether the activities of the project captured the attention of the Philadelphia public. To do this we review several measures of exposure and knowledge of domestic violence-related organizations over the project period. Second, to assess the level of mobilization of the public in response to campaign activities, we inquire whether behaviors recommended by the Fund increased during the period of the project. To answer both of these questions we rely on the data from the monthly survey. In addition, we assess the results of the electronic search of newspaper coverage to assess whether newspaper coverage about the issue increased.

5.1 METHODS

In order to examine the trend lines for effects of the project, we must decide when it is that the project effects should begin being seen. There was a fairly long period between the time the first baseline measure was taken (August, 1996) and the point at which the Campaign could be seen as operational, with staff in place, and thus likely to begin to show effects. Reviewing the set of activities described in Chapter 2, a fair true initiation date would be early Fall, 1997, when the activities around the Workplace initiative marked the completion of local staff recruitment, the official launch of the project name, and the start of community-wide activity.

The first step in the analysis is to look at trends in exposure, knowledge and outcome measures over time. In this chapter we present select indicators, to illustrate particular points in the text. We include figures with trend-lines for all items in the survey in Appendix 2.

The trend-lines in this chapter and in Appendix 2 include both the monthly data points and a smoothed line¹ to get a clearer sense of the trend. The monthly data points are usually either percent answering yes for the month, or the monthly mean (for scaled questions). The data points are included to give the reader the actual average responses each month. The smoothed line makes it far easier to see the underlying trend, since it removes much of the large sampling error associated with the often small samples studied each month. Yet, it removes what may be real short-term variation on a month to month basis. When assessing short-term impact in Chapters 7 and 8, we revert to the raw data to assess differences from month to month.

¹ The smoothed line was derived by a procedure called the Tukey-Hanning smooth. The resulting line visually reduces the random variations that result from sampling error inherent in each month's small sample. The procedure applies a series of running medians over 5 and then 3 entries, followed by averaging of sets of 2 entries. The running medians take the median of each month's data point and the month on either side of it repeatedly, until the value for each month becomes stable. Using the median rather than the mean reduces the effect of extreme or outlying values. The averaging then takes pairs of values and averages them, first with the value above, and then with the value below each item. This further smoothes the line, to show a more stable depiction of the over time trend, which is most suitable for our preliminary analysis.

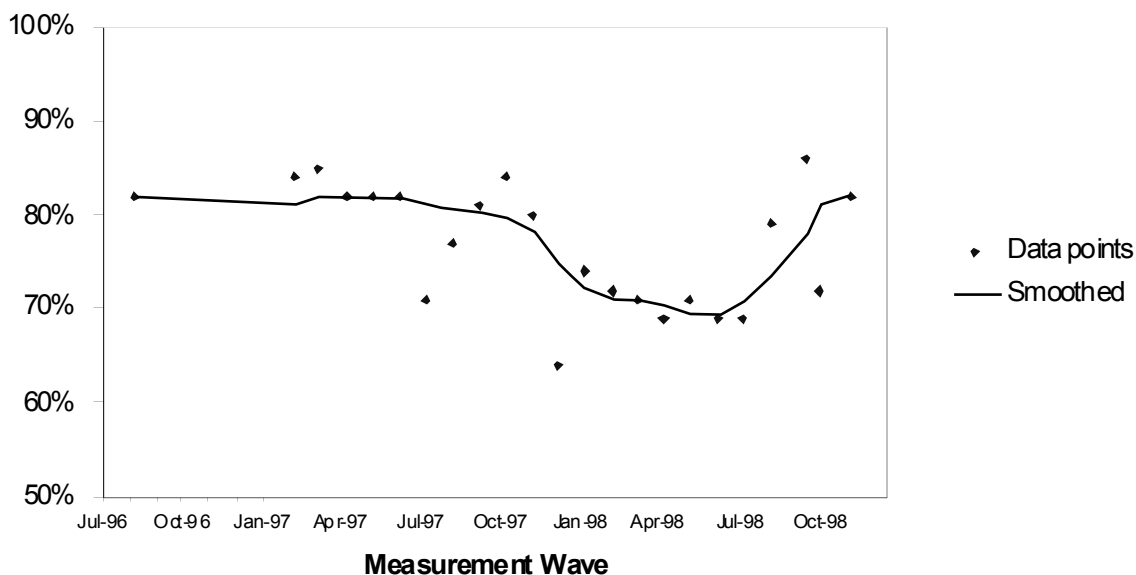
5.2 DID THE CAMPAIGN GET THE ATTENTION OF THE PUBLIC?

We first turn our attention to the survey data to determine whether Philadelphia residents paid attention to the campaign. Several questions in the survey asked if respondents had seen or heard information about domestic violence or about local service organizations. As the Philadelphia project progressed, new questions were added to inquire about specific program elements. This section of the report is limited to those questions which were in the survey for most of the project period.

Given the campaign goal of raising awareness about domestic violence, in most cases our expectation was that levels of exposure and awareness about the issue and relevant organizations would rise during the project period. In one instance, the national television campaign created by the Fund – “There’s no excuse for domestic violence” – was on the air prior to the Philadelphia campaign, and continued throughout the campaign, so we anticipated a high level for this variable throughout the project period.

Figure 5.1 bears this out, with a consistent and high level of exposure of respondents reporting having seen television public service announcements in the past year. The average percentage over the entire period was 78%. We do not see clear evidence for any increased recall associated with the overall campaign, however. Indeed, the onset of the Campaign at the end of summer of 1997 occurs in the middle of a mild decline in recall of TV messages that continues through June of 1998. While at baseline, and for the period through May 1997 around 80% of the population recalled hearing such ads; in the subsequent period, from November 1997 to July 1998, the average was around 70%. An exception to this downward trend was Domestic Violence Awareness Month in October of 1997 and then some rebound in the Fall of 1998. The October rebounds may have reflected television stations showing more domestic violence public service announcements during those focus months. Obviously, we do not attribute the decline to the operation of the Campaign; rather we assume that television networks and local stations were gradually reducing their play of these PSAs (and perhaps all PSAs) in time periods when people were likely to be watching. Indeed the smoothed line in Figure 5.1, suggests that a climb back up in recall of TV ads after the decline was underway by the Fall of 1998. In Chapter 8, we discuss in greater detail this result and parallel ones possibly associated with the Market Street Blitz.

Figure 5.1. Do you remember seeing any TV ads on domestic violence in the past year?

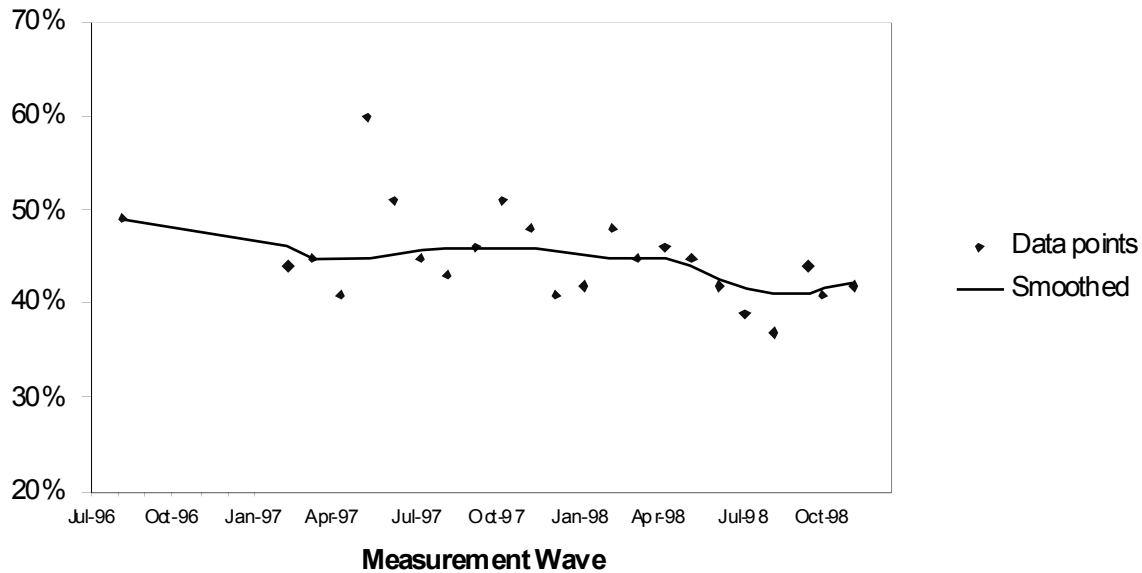


Note: Percent answering yes (N per month ranges from 93-390).

Four other variables are used to estimate exposure to channels stimulated by the campaign: recall of respondents that they had heard their religious leader speak out about domestic violence, that they had heard of a telephone number to get information about domestic violence, that they had seen a brochure about domestic violence, and that they had encountered information about domestic violence in the workplace. In each of these cases a program effect would suggest a rise in these measures over the course of the project.

Figures 5.2 and 5.3 show the trend results for the first two of these questions. Recall of a religious leader having spoken out has some apparent variation over time, but that likely reflects just sampling error. The fundamental pattern is a straight, slightly declining, line, from baseline to final measurement wave.

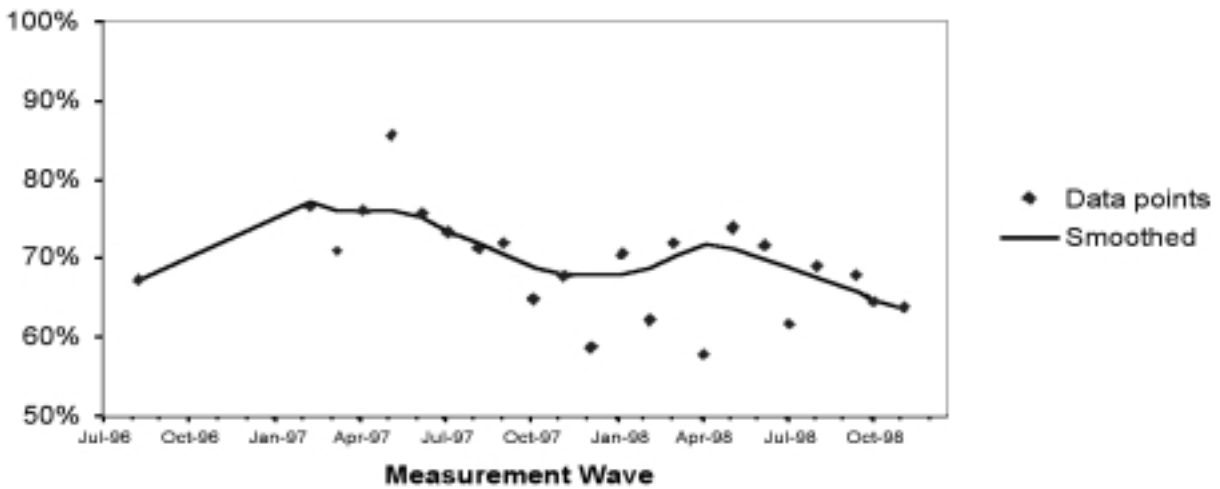
Figure 5.2. In the past year, has your religious leader talked publicly about domestic violence?



Note: Percent answering yes (N per month ranges from 69-306).

Recall of having heard a phone number to get information was substantially higher during the first six-eight months of measurement, followed by a decline through the end of 1997. Apart from a small rise in the first half of 1998, the trend continues to decline for the rest of the measurement waves.

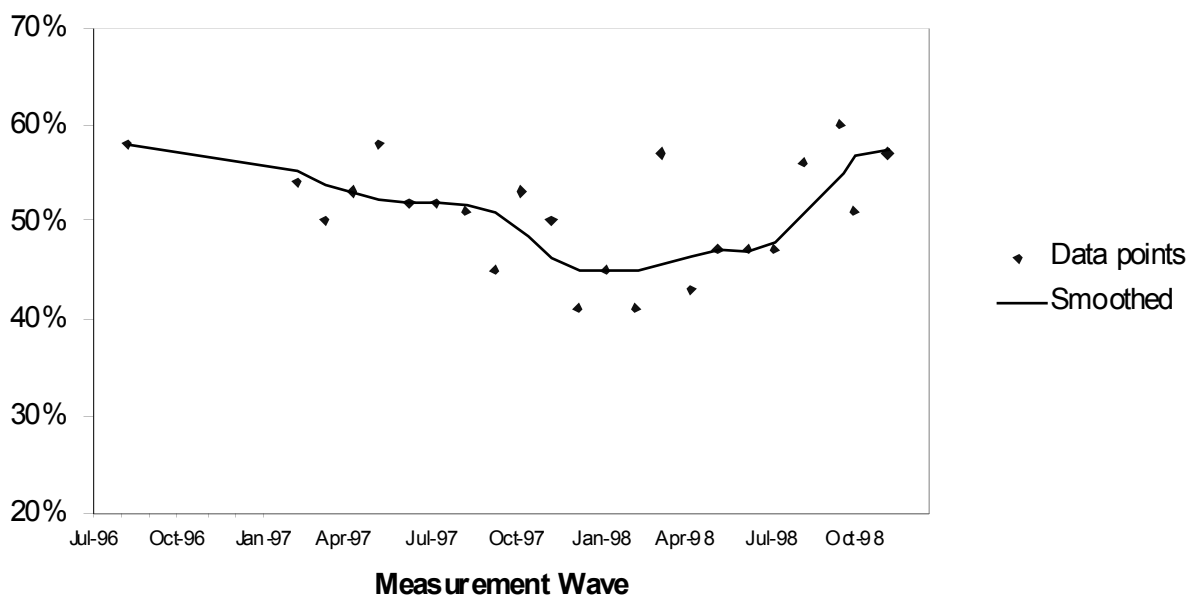
Figure 5.3. Have you ever heard of a telephone number to get information about domestic violence?



Note: Percent answering yes (N per month ranges from 95-389).

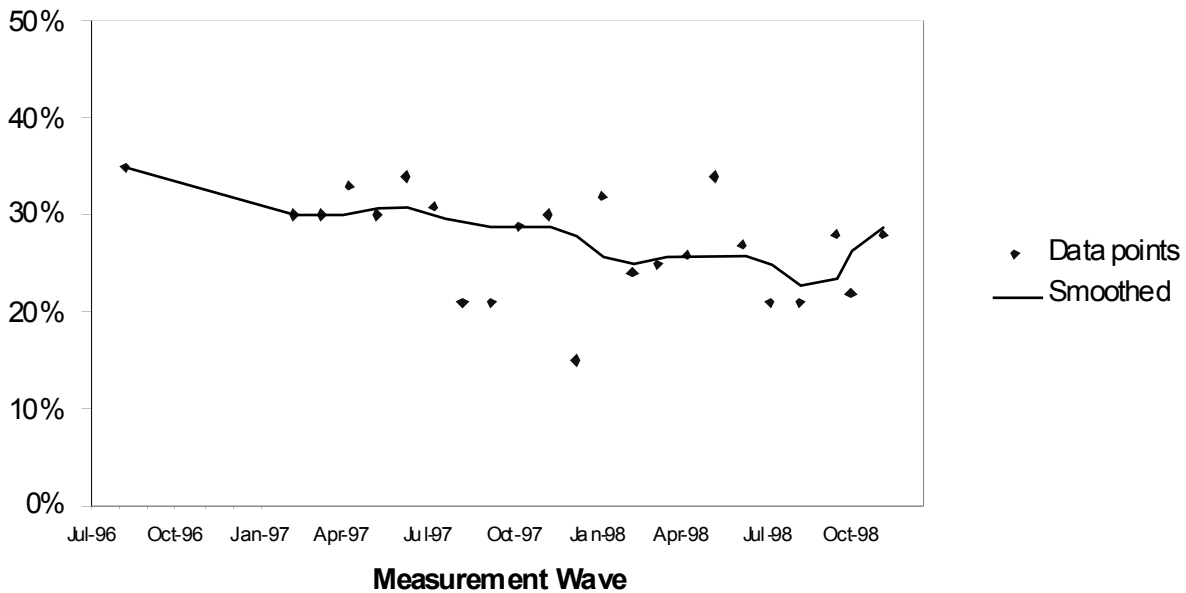
The final two exposure measures, in Figures 5.4 and 5.5, show a mildly contrasting set of results. Recall of seeing a brochure presents a pattern reminiscent of the recall of the TV PSA measure. From baseline in September 1996 through the Fall of 1997, there appears to be a slow decline from around 55-60% to around 40-45%, which plateaus until the final months of the Campaign which show a gradual rebound. Recall of information about domestic violence in the workplace shows a similar pattern of an overall decline from baseline (about 30-35%) although this decline lasts through the first half of 1998 (to about 20-25%) although ending with a slight increase at the end of the project period.

Figure 5.4. Have you seen any brochure about domestic violence in the past year?



Note: Percent answering yes (N per month ranges from 97-398).

Figure 5.5. In the past year, has there been any distribution of information about domestic violence in your workplace?



Note: Percent answering yes (N per month ranges from 51-249).

There are two viable interpretations of these results. On the one hand, they indicate that over the period of the project no enduring increase occurred. Indeed the declines from the start of the measurement period suggest that public exposure to issues of domestic violence was slowly eroding, and that the project's early efforts were not able to counteract that trend. The evidence for an end-of project rebound in exposure to TV public service announcements, brochures and (albeit slightly) information in the workplace is consistent with a claim that project efforts were having some moderate impact. In chapters 7 and 8 we will explore whether we can find evidence of specific short-term project effects.

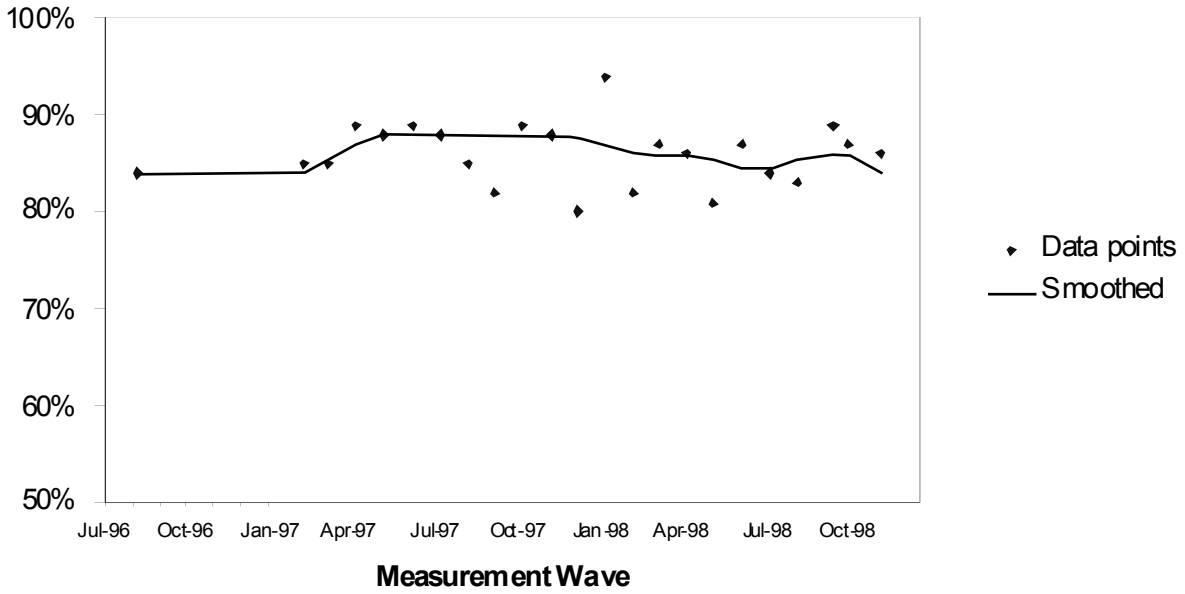
5.3 WHAT WERE THE LEVELS OF AWARENESS ABOUT DOMESTIC VIOLENCE OF THE PHILADELPHIA PUBLIC OVER TIME?

Another approach to learn about the respondents' exposure to domestic violence prevention work is to gauge their level of knowledge about different domestic violence organizations active in the Philadelphia community. The project intended to create awareness of its own Campaign and also create increased awareness of the other domestic violence institutions in the area; all of the partner agencies were mentioned as collaborators in all of the promotional materials. Again, a program effect would be suggested by rising levels of awareness. We present below, by way of example, four figures (5.6 through 5.9) showing the trends for reports of having heard about three of the local domestic violence service agencies, and the project name: Philadelphia: Let's Stop Domestic Violence!. The measure of recognition of the Campaign name was added in August 1997, just before the new name was adopted.

As with the exposure measures, some variation in the measures is found, but the overall trend is flat, indicating no program impact. What is striking is the already high levels of claimed awareness from the outset of the project, especially for Women Against Abuse (Figure 5.6), the most prominent of the service agencies in the city, and the

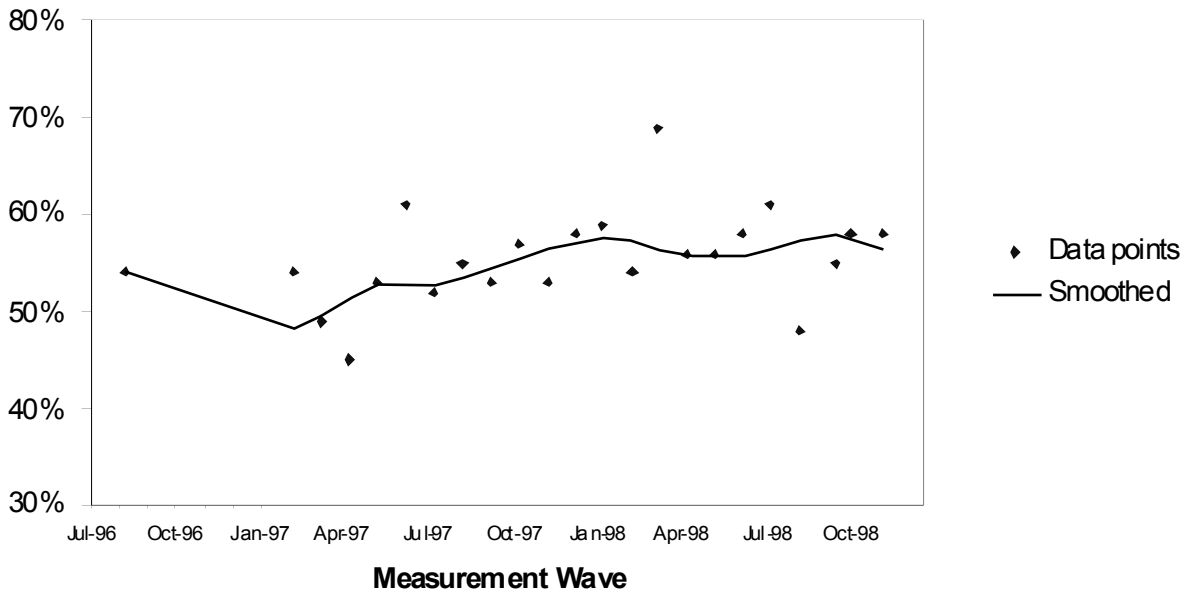
only domestic violence shelter. The patterns for the Lutheran Settlement House and Congreso de Latinos Unidos were similarly flat though at different levels.

Figure 5.6. Ever heard of Women Against Abuse?



Note: Percent answering yes (N per month ranges from 98-394).

Figure 5.7. Ever heard of Women in Transition?

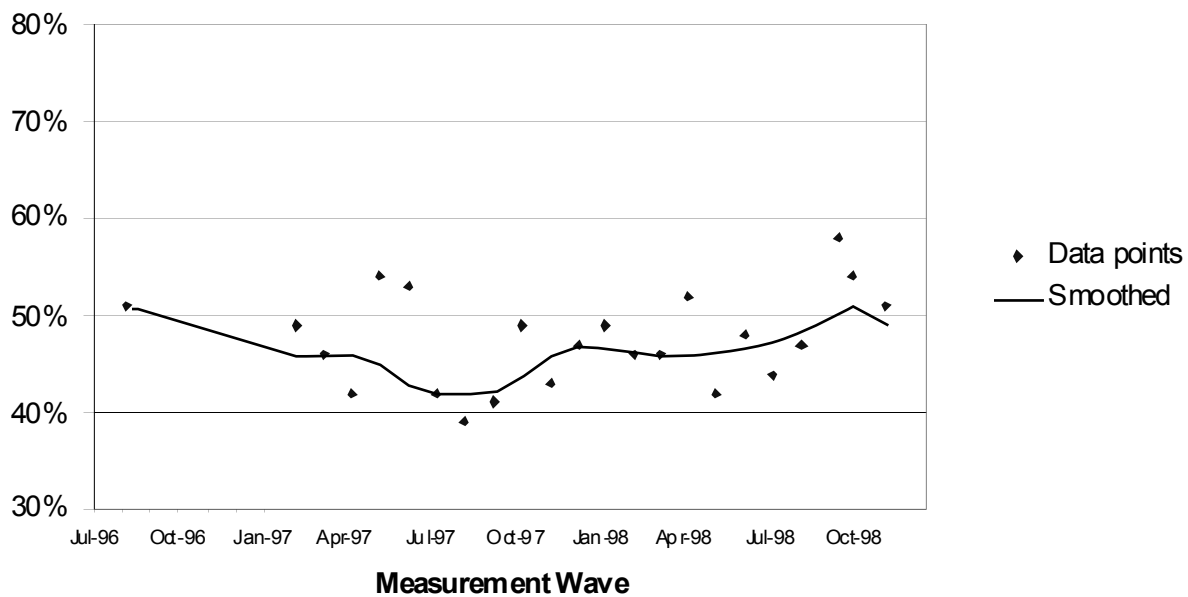


Note: Percent answering yes (N per month ranges from 98-388).

Awareness of Women in Transition (Figure 5.7) and Women's Way (Figure 5.8) exhibit slight rises of about 10% consistent with a claim of moderate impact. Mitigating this claim however is the fact that the increases start at different points in time, and do not appear to be related to the timing of the project. We suspect that neither change is due to Campaign activity.

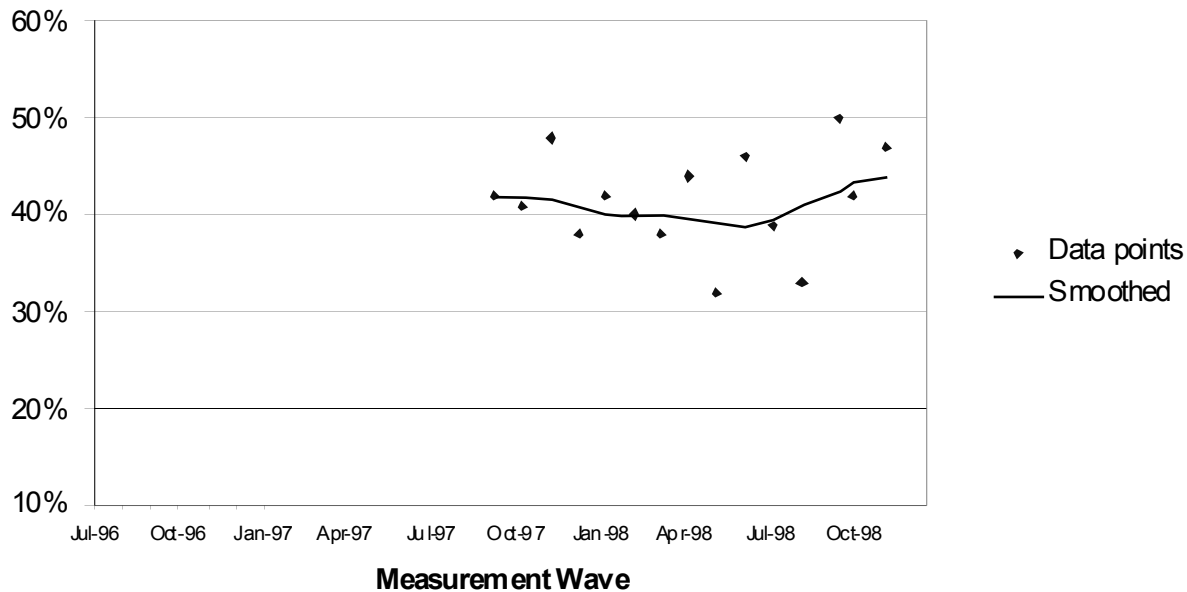
The evidence about awareness of the project name, Philadelphia: Let's Stop Domestic Violence! (Figure 5.9) is problematic. Already, in August, 1997, before the launch of the new name, about 40% of the respondents were claiming that they recognized the name. The false recognition rate was obviously very high. The name sounded too good not to be an agency they had heard of. While the jumps in Figure 5.5 in a few months make us tempted to claim an effect of Campaign efforts, the smoothed line makes it clear that there was only a minimal rise from the pre-launch level. Clearly the name did not make much headway.

Figure 5.8. Ever heard of Women's Way?



Note: Percent answering yes (N per month ranges from 96-395).

Figure 5.9. Ever heard of "Philadelphia Let's Stop Domestic Violence"?



Note: Percent answering yes (N per month ranges from 98-296).

It should be noted that a false organization (the Philadelphia Protection League) was included in this series of questions to test for false positives. One in four respondents recalled this non-existent agency on average. It did not sound so much like an organization respondents were or should be familiar with.

Our preliminary and tentative conclusion in answering the first research question is that, despite efforts on the part of the program staff, the campaign was not of sufficient scale to capture the attention of the Philadelphia public, using population level measures. This conclusion must be limited, as the measures which span all or most of the project period were general. We find some evidence at the end of the project period consistent with campaign impact in the case of having seen TV ads, brochures, or information about domestic violence in the workplace. In Chapter 8, we assess the measures added in the last few months that were closely matched to campaign activities to look for short-term campaign effects. The lack of evidence for substantial increases in exposure to Campaign messages creates some pessimism about possible effects on beliefs or behaviors. It is possible, however, that these exposure measures were inadequate, and that unmeasured exposure could have produced such effects. We proceed to look for evidence of such belief and behavior effects in the next chapter. The next section focuses on some additional measures of involvement with the anti-domestic violence movement.

5.4 DID THE CAMPAIGN MOBILIZE THE PUBLIC TO TAKE STEPS TO BECOME INVOLVED IN DOMESTIC VIOLENCE?

Next we turn to the question of whether the Philadelphia public was mobilized to take preventive measures against domestic violence. A variety of questions inquired about various preventive activities promoted by the Fund. These included: discussing domestic violence with friends, donating money to or volunteering with domestic violence agencies, attending an anti-domestic violence rally, displaying anti-domestic violence messages (such as bumper stickers) or participating in a workplace domestic violence program. Another question inquired about the more passive behavior of watching television programs about domestic violence, reflecting an interest in the issue.

In each case, we would expect an increase in the proportion of individuals responding positively over time as evidence of a program effect. Figures 5.10 through 13 show the results for recall of television programs, discussions with friends about domestic violence, donations to domestic violence agencies, and participation in workplace programs.

Recall of television programs (Figure 5.10) shows an overall decline from about 75-80% to about 65-70% over the project period, until the very end, when a slight increase of about 5% appears. In a sense this is not really a measure of Campaign success; instead it captures the broader decline in the presence of the issue of domestic violence in the media generally, making it clear how difficult the task of renewed mobilization of public attention was.

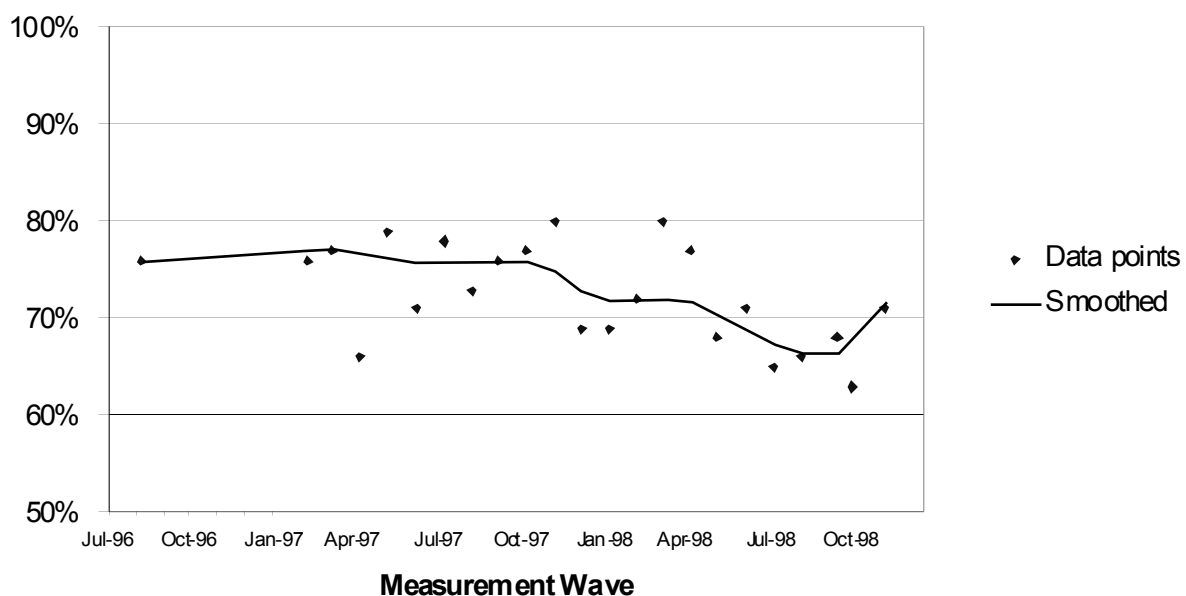
Discussion about domestic violence with friends or co-workers appears highest at baseline with almost 70% of respondents reporting conversations in the past year. Recalling that this baseline measure was taken soon after the end of the O.J. Simpson affair, makes the elevated level unsurprising. Although the smoothed line in Figure 5.11 suggests something of a roller coaster in the amount of discussion reported after the baseline, a more parsimonious view focuses on the essential stability over the entire period of study with between 55-60% claiming to have had such discussions.

Donations to domestic violence agencies (Figure 5.12) exhibits a decline in the first half of the measurement period, until about October 1997, when reported donations again appear to increase. Displaying an anti-violence message (Figure 5.13) shows a longer decline, with a slight rise at the very end of the project period.

Participation in a workplace domestic violence prevention program (Figure 5.14) shows a flat trend over the project period, which is also quite low, rarely rising above 10%. Attendance at an anti-domestic violence rally and volunteering with a local service agency (in Appendix 2) indicate similarly low and flat results.

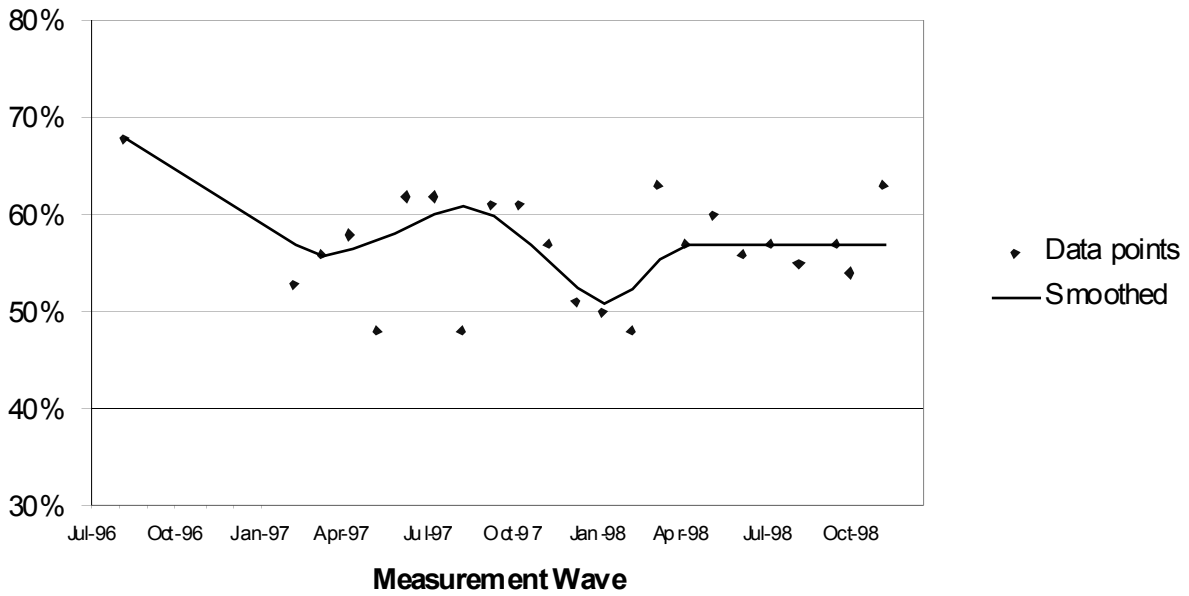
In sum, we find no compelling evidence of an enduring increase in several measures of public activity relating to domestic violence prevention in the Philadelphia public. There is some evidence of a slight increase in the case of donating money to domestic violence service agencies, and displaying an anti-domestic violence message, which is consistent with the overall trend.

Figure 5.10. Watched any television programs about domestic violence in the past year



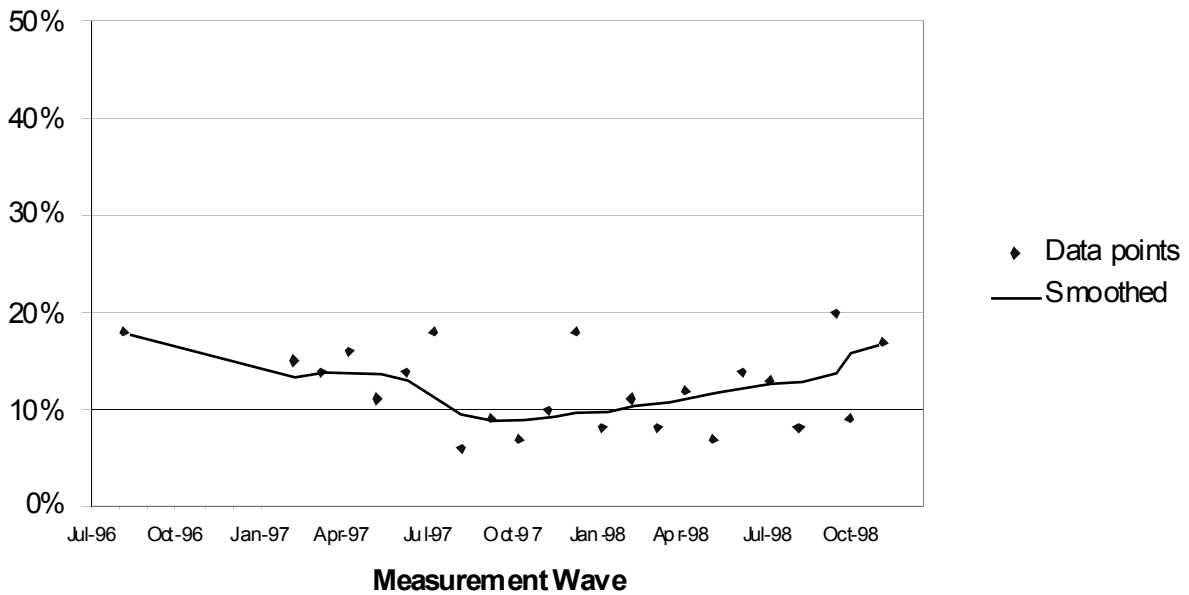
Note: Percent answering yes (N per month ranges from 94-395).

Figure 5.11. Discussed domestic violence with friends or co-workers in the past year



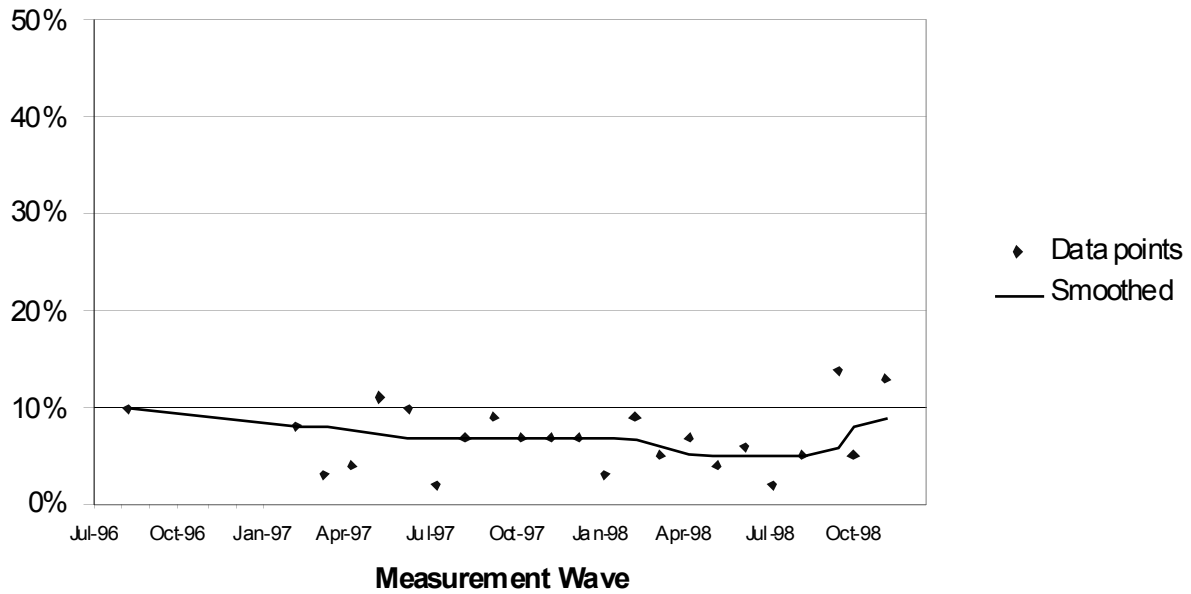
Note: Percent answering yes (N per month ranges from 99-399).

Figure 5.12. Donated money to an organization concerned about domestic violence in the past year



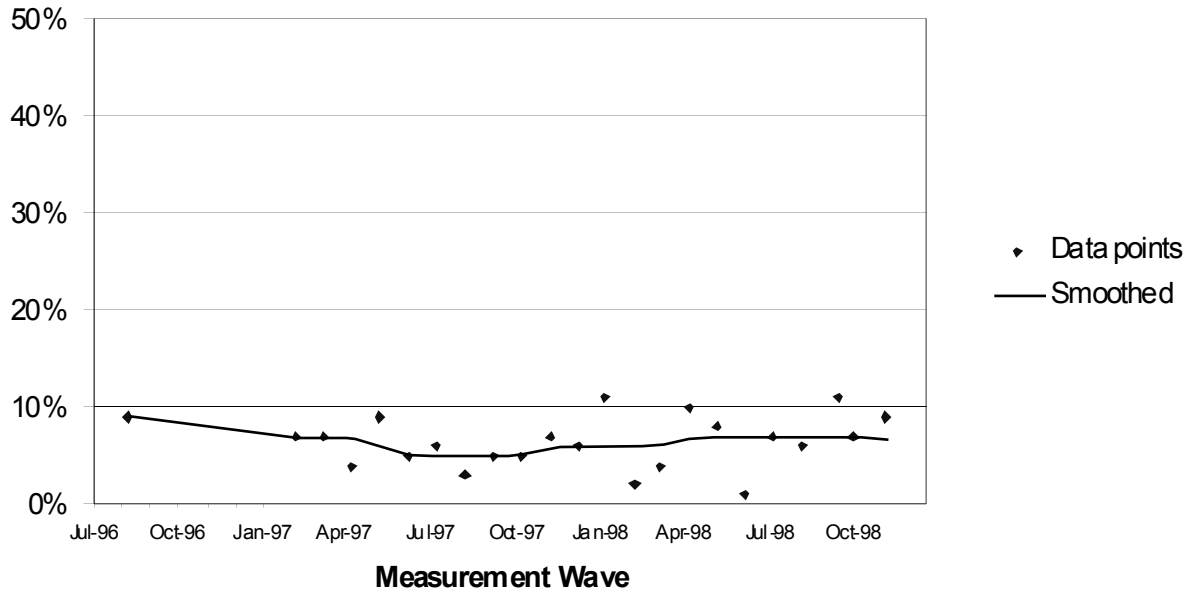
Note: Percent answering yes (N per month ranges from 99-400).

Figure 5.13. Displayed an anti-domestic violence message in the past year



Note: Percent answering yes (N per month ranges from 98-399).

Figure 5.14. Participated in a workplace program on domestic violence in past year



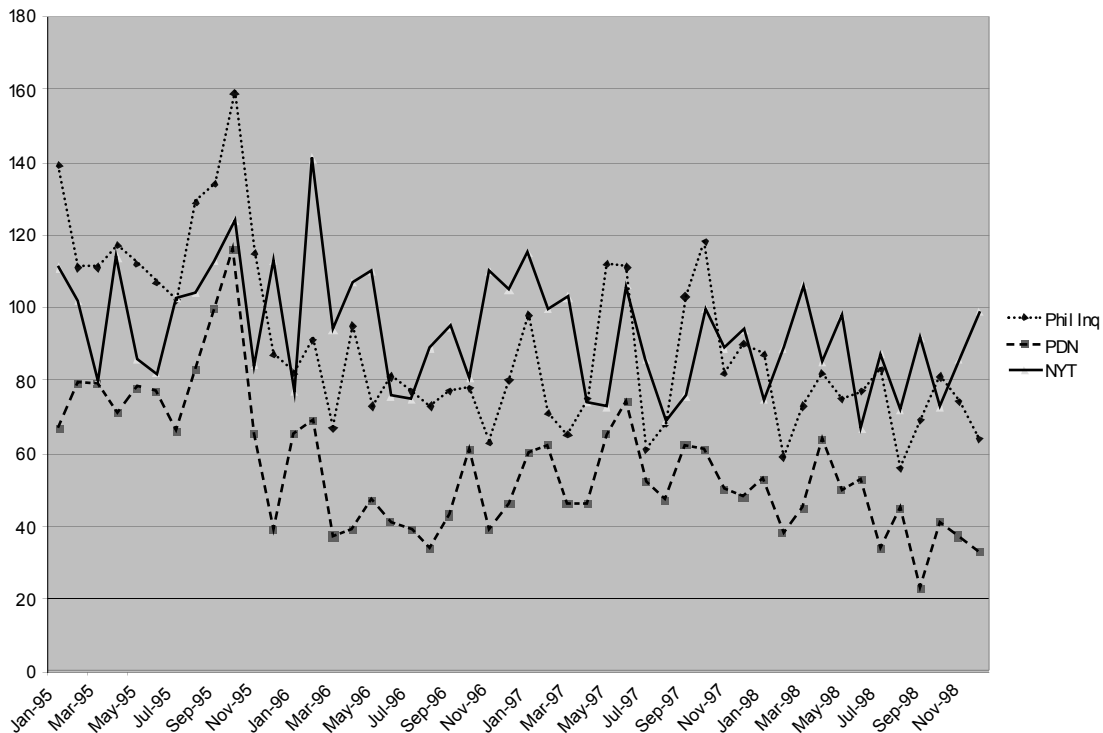
Note: Percent answering yes (N per month ranges from 99-400).

5.5 TRENDS IN PRESS COVERAGE ABOUT DOMESTIC VIOLENCE

Another area of interest related to mobilization is the coverage of domestic violence by the local press. Considerable effort was involved in the campaign in influencing how the press would cover the issue. Figure 5.15 depicts the number of articles about domestic violence printed each month from January 1995 to December 1998 in the *Philadelphia Inquirer*, the *Philadelphia Daily News*, and by way of comparison with a national newspaper, the *New York Times*. The figure shows that after a high level of coverage in all three papers in 1995, attributed to the O.J. Simpson case, the amount of coverage dropped, and was fairly consistent, particularly for the *Times* and the *Inquirer*. In the case of the *Daily News*, coverage appears to have decreased over the course of 1998.

These findings are consistent with the relatively low numbers of articles found in a search of the Dialog database for coverage about the project in the two Philadelphia papers. A search for the name Family Violence Prevention Fund or the project name Philadelphia: Let's Stop Domestic Violence resulted in two articles in the *Daily News* during the project period, and 11 stories in the *Inquirer* between April 1996 and the end of 1998. A search using the name Market Street Blitz or Blitz resulted in one story in the *Inquirer* and one story in the *Daily News*. Other searches using the names of prominent individuals in the organization and the names of project events did not find any new stories.

Figure 5.15. Trends in the number of stories per month about domestic violence.



5.6 DISCUSSION

We conclude with an initial negative response to the first two research questions: there appears to have been no enduring rise in levels of awareness about project activities or domestic violence organizations over the project period; nor were there consistent steady increases in the levels of public involvement in domestic violence prevention activities, after project initiation.

At the same time, we have found limited evidence consistent with claims of short-term effects of the campaign. At the end of the project period the trends show slight increases in the case of having seen TV ads, brochures, or information about domestic violence in the workplace. We also found evidence of a slight increase in respondents reporting the donation of money to domestic violence service agencies, and displaying anti-domestic violence messages, both consistent with a claim of short-term program impact by the project's end. In the following chapter we take the next step and examine whether any observed increases in exposure to messages and involvement with the domestic violence movement translated into changes in beliefs and behavior with regard to domestic violence more generally. In Chapters 7 and 8, we test systematically for short-term effects associated with the two focus campaigns launched around the annual October domestic violence awareness month.

CHAPTER 6. IMPACT OF THE CAMPAIGN ON COGNITIVE AND BEHAVIORAL OUTCOMES

In this chapter we look at the monthly survey data to answer the question: Was the project successful in influencing beliefs, attitudes and social norms relating to domestic violence, and intentions and behaviors recommended by the Fund to intervene in abuse situations?

6.1 GENERAL BELIEFS ABOUT DOMESTIC VIOLENCE

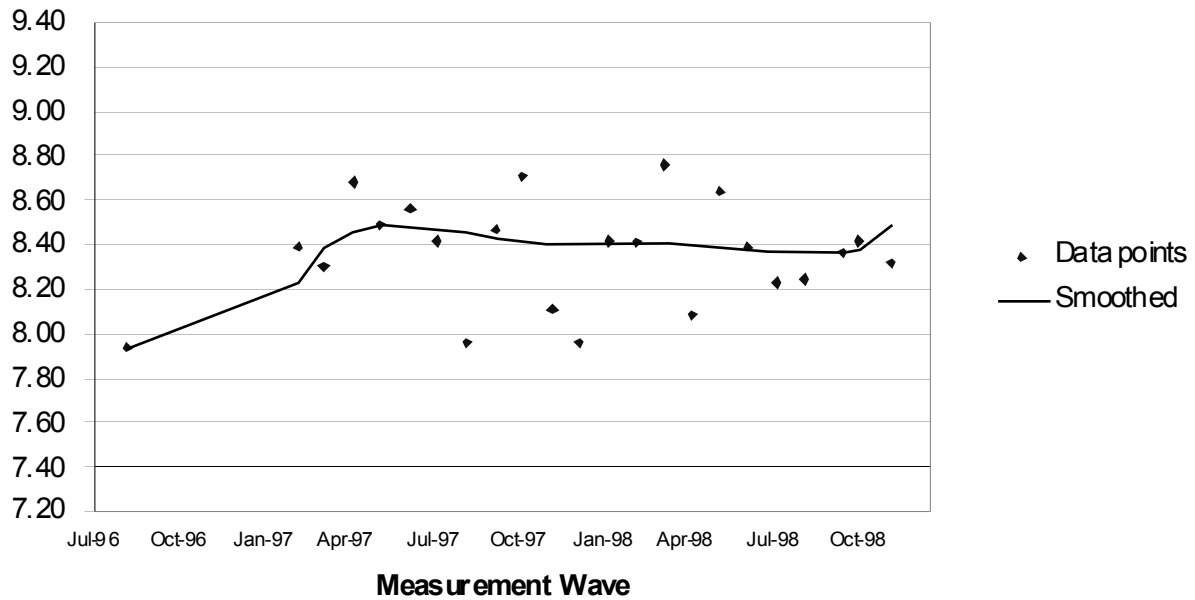
A variety of questions asked about respondents' perceptions about the issue of domestic violence, as well as beliefs relating to different domestic violence prevention behaviors. Most of the beliefs and attitudes were measured using Likert scales, asking the level of agreement or disagreement with a statement, for example, or the likelihood of an event. Please note that average levels for all variables for the total sample, as well as standard deviations, where appropriate, are included in Appendix 1.

We expected that, if the program were successful, we would see that each of these measures would move in a direction consistent with an increasing concern in the population about the importance of the issue. Thus we expected to see the population declaring the problem more important and its consequences more severe, and more readily endorsing the notion of public talk about it, and supporting public interventions to resolve it. Figures 6.1 through 6.5 all display the patterns of change on measures which capture one element or another of this endorsement of concern about domestic violence. There are two consistent conclusions one can draw examining the set of figures. First, at the start of the Campaign, the population was already expressing a high level of concern about the problem on many of these measures. Second, there was little evidence of a consistent change in these concerns after the start of the Campaign.

Taking together all the 'before' respondents (from July, 1996 through August, 1997), 70% of respondents were already at 8 or above on a 1-10 importance scale, 75% thought an abused woman was often or almost always likely to be badly injured, 86% thought a child of an abused parent would have psychological problems, and 73% thought domestic violence would be easier to solve if more people talked openly about it. The population was, in general, already responding well to the issue at the start of the Campaign.

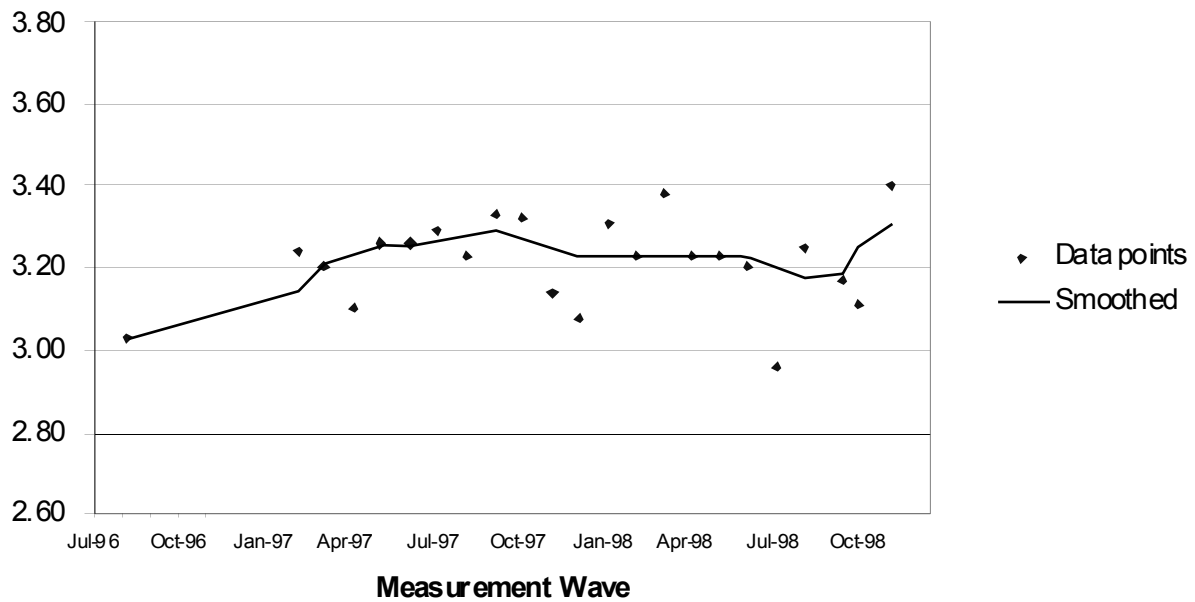
On the other hand, there was little evidence that the post-Campaign initiation period marked any worthwhile shift in any of these variables. The Figures show both fairly widely scattered individual monthly responses (mostly reflecting sampling error associated with small monthly samples), but an underlying pattern reflected in the smoothed line, which shows little change. However there are two patterns which show something that may be worth attention. In Figures 6.4 and 6.5 there are hints that there are positive trends in the last few months of the Campaign. They are not unequivocally different than the previous months, but the shape of the smoothed curve suggests some sustained pattern of improvement. We look at these patterns more closely in Chapter 8, where we focus on the effects of the Market Street Blitz. Similarly, in Figure 6.6, it appears as though a period of declining confidence among respondents that they knew what to do about domestic violence is reversed after the initiation of the Campaign, although it is not a strong effect. We conclude that we cannot credit the Campaign, overall, with substantial overall influence on these general concern variables. We will look again at evidence for smaller short-term effects in Chapters 7 and 8.

Figure 6.1. Importance of domestic violence



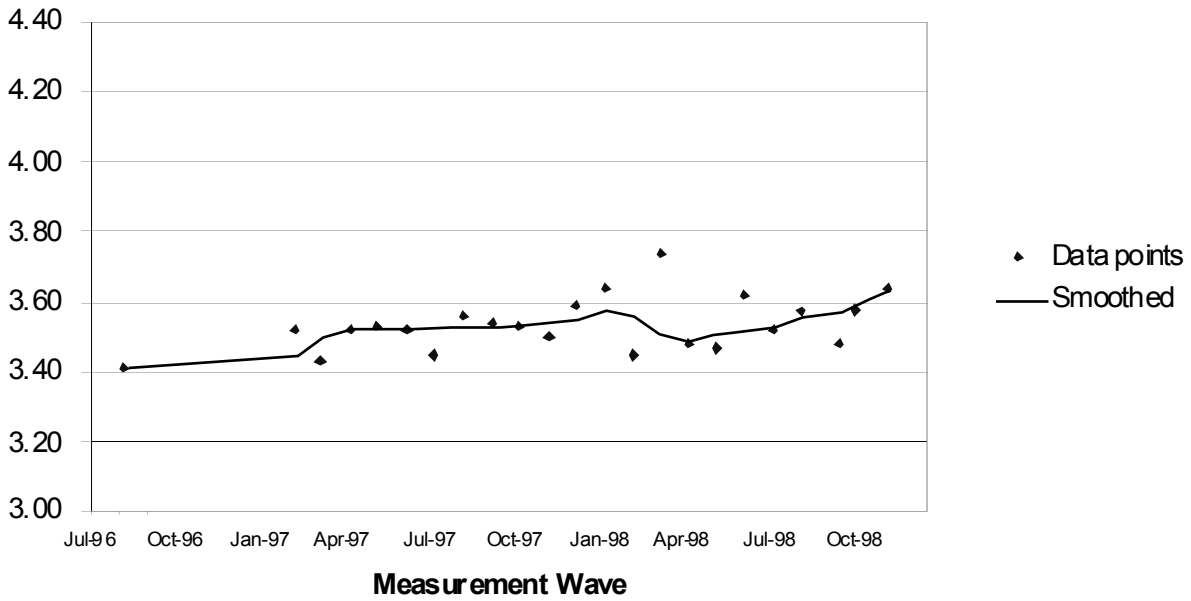
Note: 1-10 Scale, where 1= Not important and 10=Most important (N per month ranges from 96-387).

Figure 6.2 Likelihood that an abused women would be badly injured.



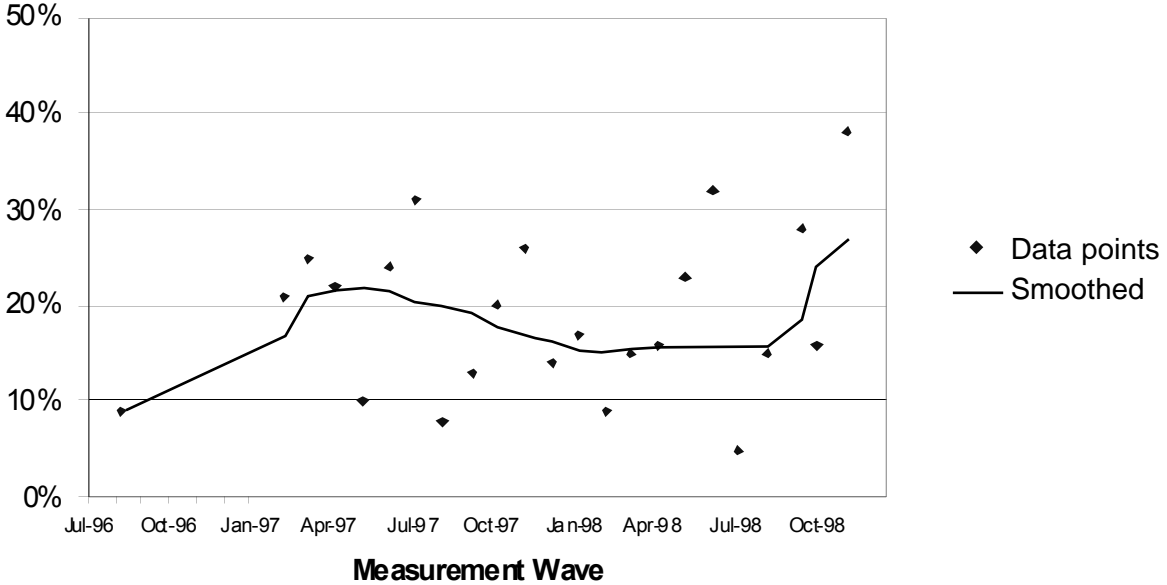
Note: 1-4 Scale, where 1= Almost never and 4=Almost always (N per month ranges from 96-388).

Figure 6.3 Likelihood that the children of an abused woman would be psychologically damaged.



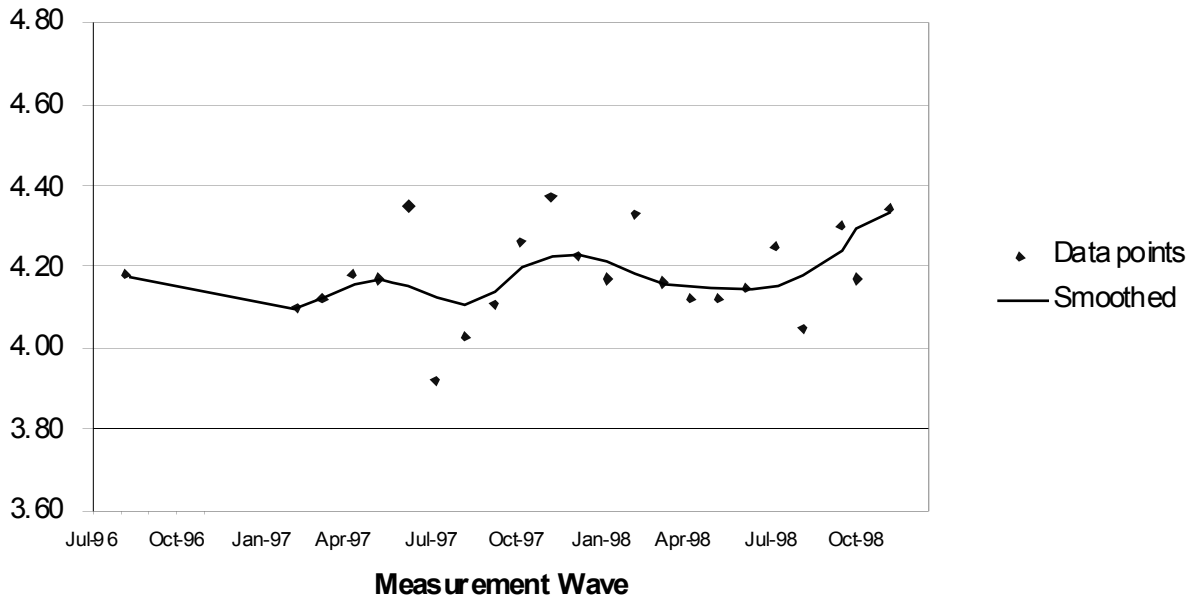
Note: 1-4 Scale, where 1 = Almost never and 4 = Almost always (N per month ranges from 98-394).

Figure 6.4. Employers should take a major active role in addressing domestic violence.



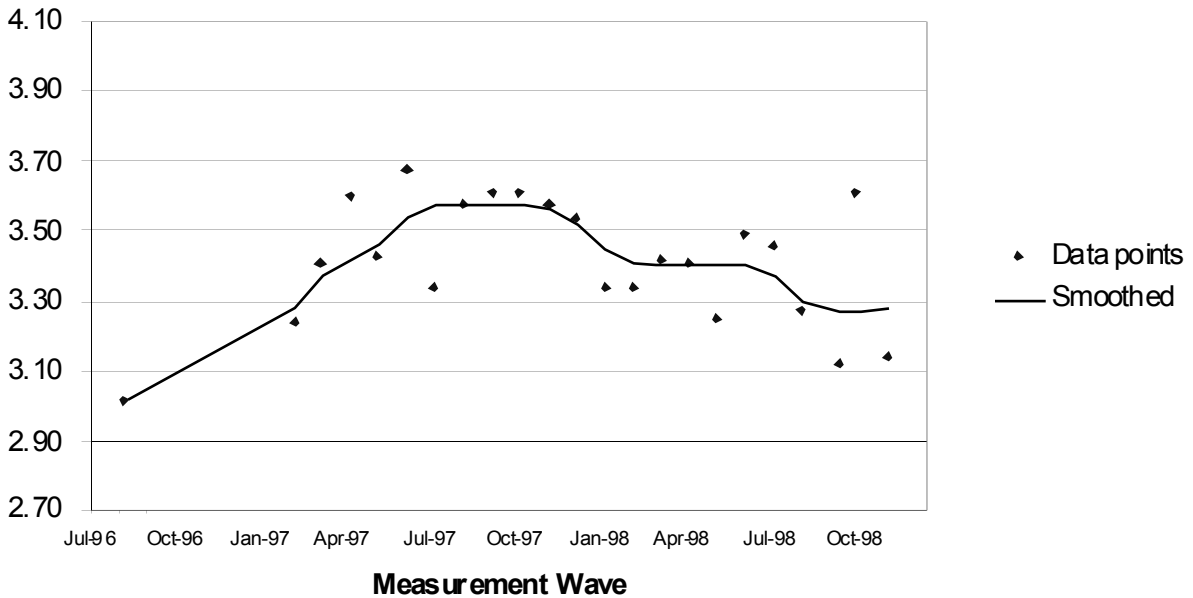
Note: Percent saying yes (N per month ranges from 92-381).

Figure 6.5. Domestic violence would be easier to solve if people talked more openly about it



Note: 1-5 Scale, where 1=Strongly disagree and 5=Strongly agree (N per month ranges from 96-395).

Figure 6.6. I don't know what I can do to help reduce domestic violence

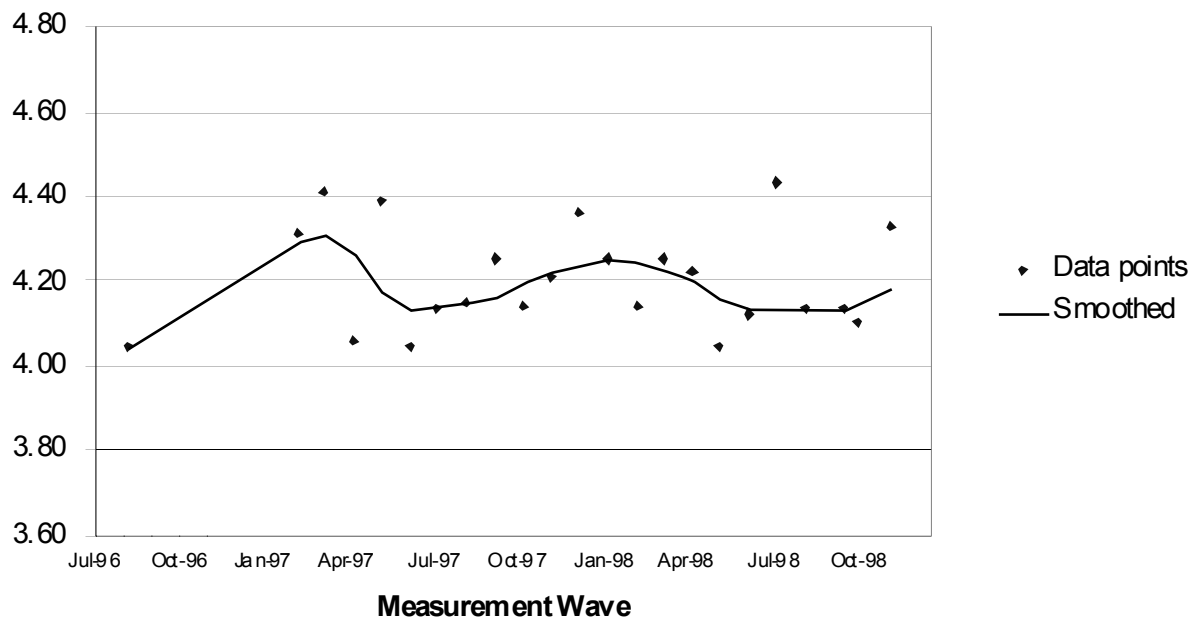


Note: 1-5 Scale, where 1=Strongly disagree and 5=Strongly agree (N per month ranges from 92-398).

6.2 BELIEFS ABOUT TALKING TO VICTIMS OF ABUSE

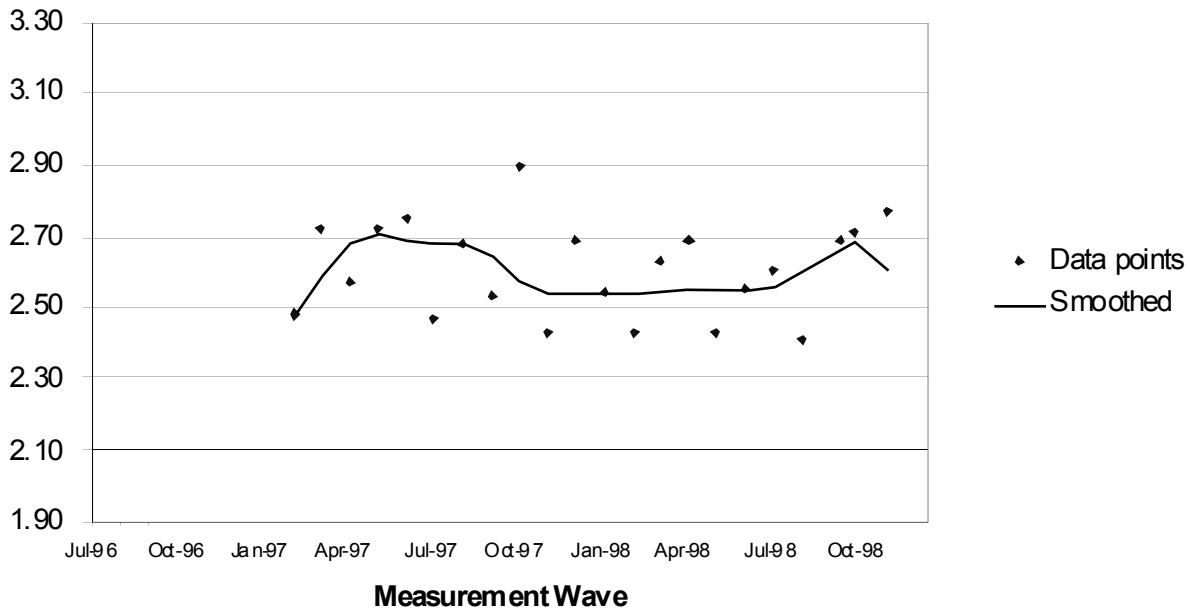
Another set of questions asked about beliefs relating to talking to victims of abuse. One theme of the Campaign was the idea that people should not ignore friends or acquaintances who they believe are victims of domestic violence, but should be willing to talk with them and offer them assistance. These questions asked respondents about their level of agreement with the following statements: I think I could talk to a woman friend who I thought was being abused about her situation; Talking to an abused woman will help her; Talking to a friend about abuse would hurt our friendship; and If I talked to an abused woman most people would think I was doing the right thing. We depict two of these beliefs which show that, despite some variation over time, the trends are primarily flat over time, indicating that the program had no direct impact on these beliefs. Figure 6.7 shows a consistent level for the first beliefs listed above, representative of the four. Figure 6.8 shows a minor exception, with a suggestion of a slight increase at the end of the project period for the belief that talking to a friend about her abuse would hurt the friendship, but the increase is in the extent that respondents agree with the belief, running perhaps counter to the intent of the campaign. In general we find no Campaign impact on this set of beliefs.

Figure 6.7. I think I would be able to talk to a woman friend who I thought was being abused about her situation



Note: 1-5 Scale, where 1=Strongly disagree and 5=Strongly agree (N per month ranges from 98-398).

Figure 6.8. If I asked a woman friend who I thought was being abused about her situation, it would hurt our friendship

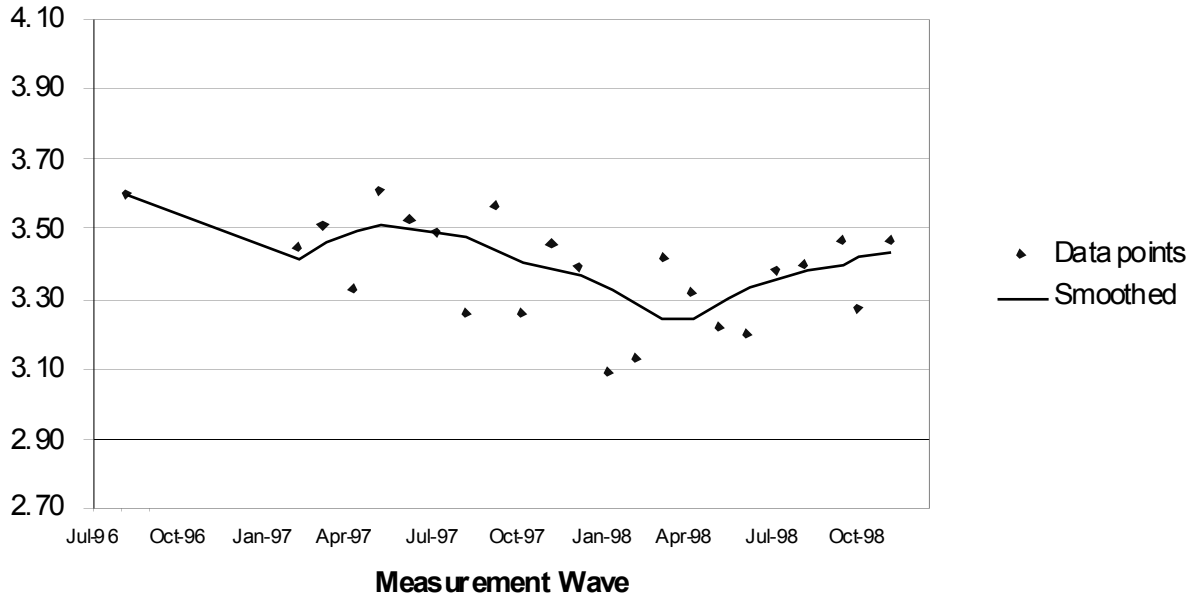


Note: 1-5 Scale, where 1=Strongly disagree and 5=Strongly agree (N per month ranges from 97-292).

6.3 BELIEFS ABOUT TALKING TO ABUSERS

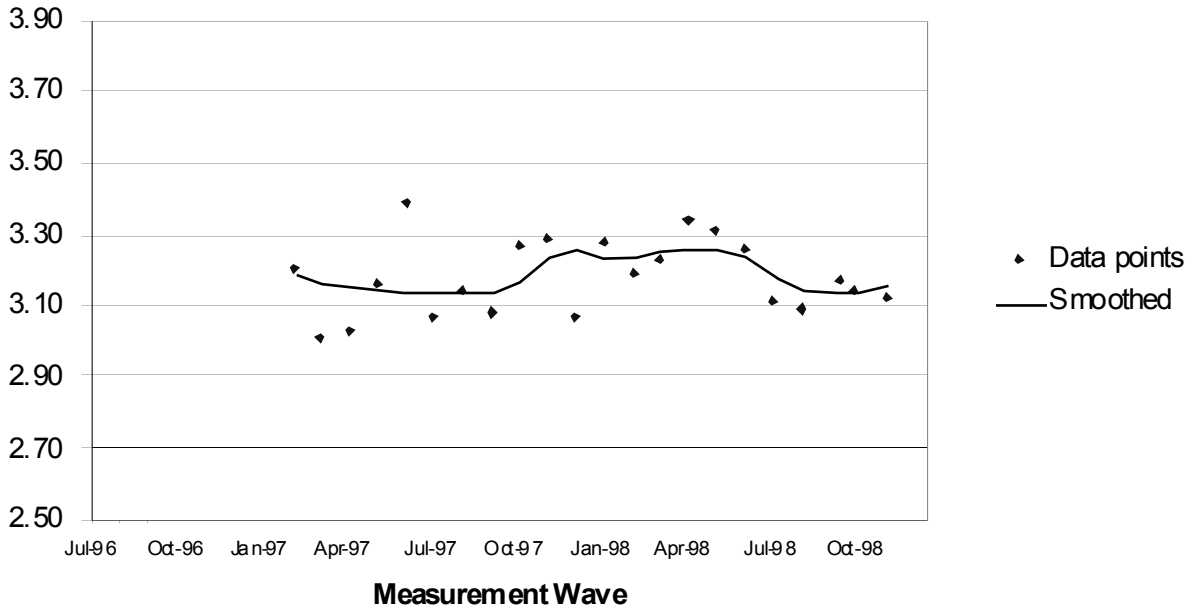
Similarly, a set of questions asked about beliefs relating to talking to abusers. These asked respondents to agree or disagree with the following statements: I think I would be able to talk to a male friend whom I suspected of abusing his partner; People would think I was crazy if I talked to an abusive male; Talking to a male friend about abuse would hurt our friendship; and If I spoke to an abusive man it would protect his wife or girlfriend. Figure 6.9 shows an initial decline in respondents' self-efficacy in being able to talk to a male friend, followed by a decline during the project period back up to the previous level. Figure 6.10 is more representative, showing a flat trend in response to the question about whether talking to an abuser about his behavior would hurt the friendship. Again, we find no evidence consistent with program impact on these beliefs.

Figure 6.9. I think I would be able to say something to a male friend who I thought was abusing his wife or girlfriend



Note: 1-5 Scale, where 1=Strongly disagree and 5=Strongly agree (N per month ranges from 97-397).

Figure 6.10. If I spoke to a male friend about his abusive behavior, it would hurt our friendship



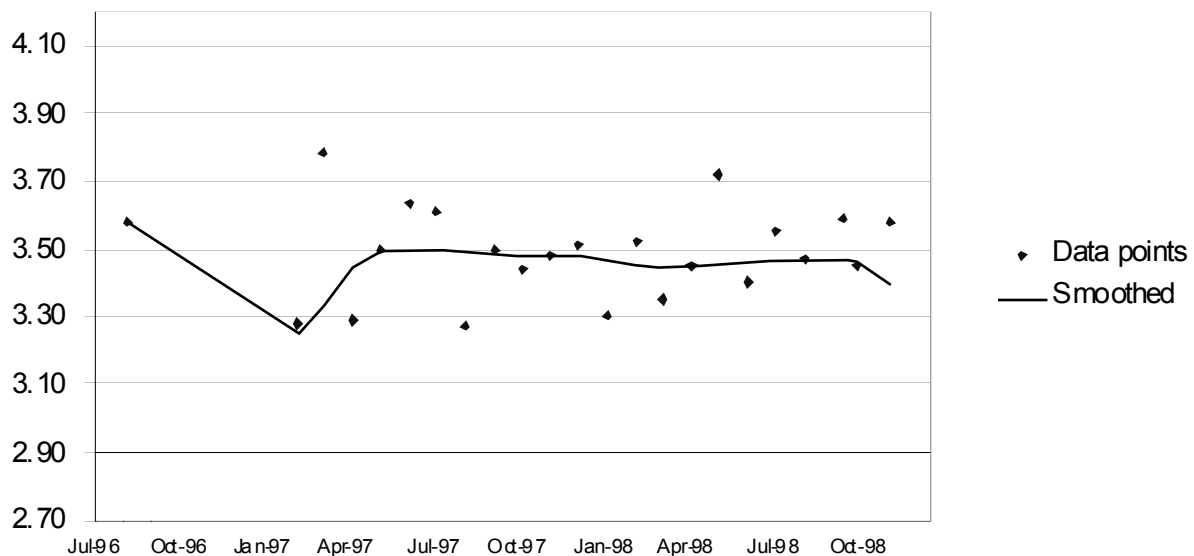
Note: 1-5 Scale, where 1=Strongly disagree and 5=Strongly agree (N per month ranges from 95-288).

6.4 PERCEPTIONS ABOUT UNDERLYING CAUSES OF DOMESTIC VIOLENCE

A series of questions probed respondents' explanations, or understanding of underlying causes, for domestic violence. Questions were posed to elicit whether the respondent felt a particular explanation served as a major or minor role in causing domestic violence. If the Campaign were successful, we would have expected increasing endorsement of the idea that social causes were important. We would have expected increasing agreement with the ideas that 'friends' acceptance of a man's aggressive behavior toward women', 'people's not offering to help abused women', or 'people's acceptance of violence towards women as normal' played a major role in causing domestic violence.¹

Figures 6.11-6.13 show the trends for these beliefs: acceptance of domestic violence as normal, acceptance by a man's friends of his aggressive behavior toward women, and the tendency of people not to offer help to an abused woman. Again, the trends indicate that while there was some variation over time, the three beliefs remained steady, and thus were not influenced by the program.

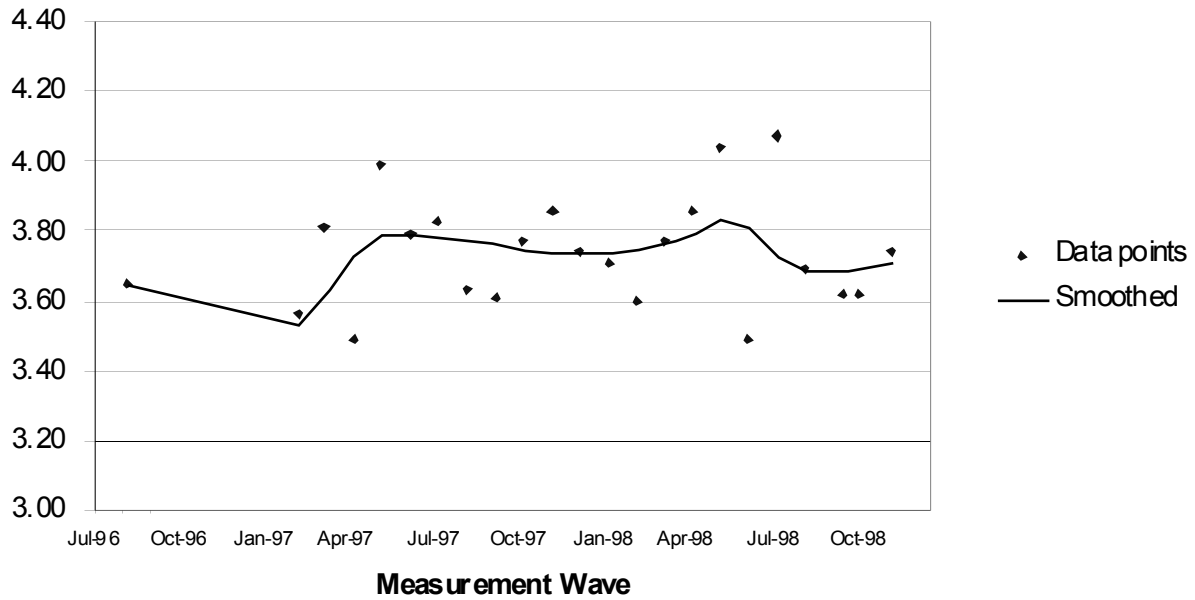
Figure 6.11: People accept violence toward women as normal



Note: 1-5 Scale, where 1=Strongly disagree and 5=Strongly agree (N per month ranges from 96-393).

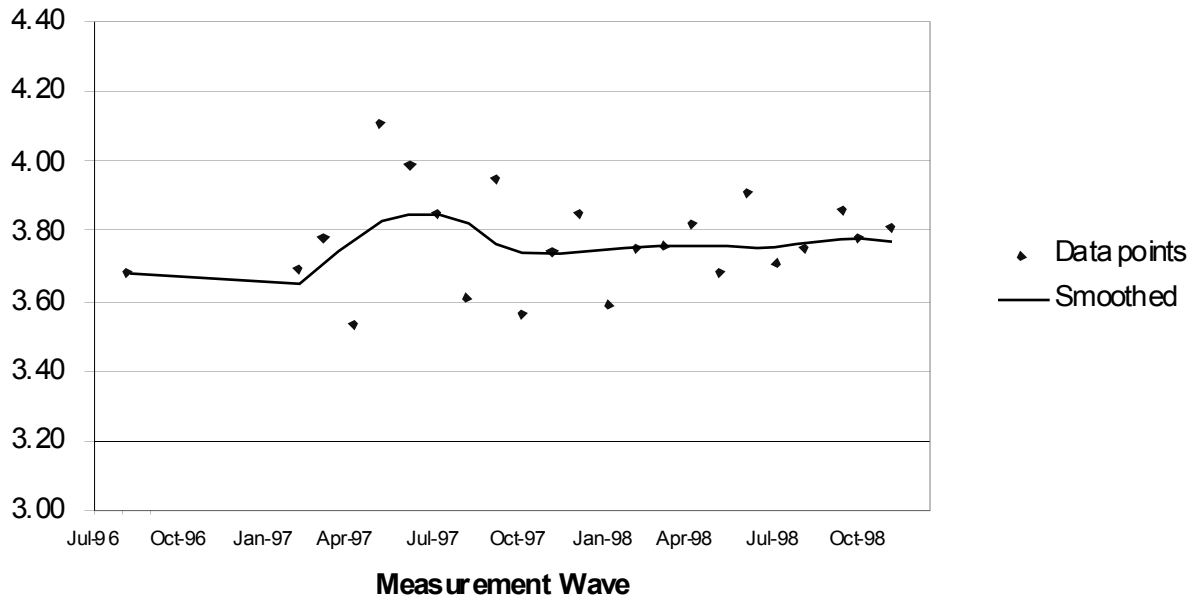
¹ In addition we asked about a variety of other causes (a man's inability to control anger or frustration; a man's desire to control women; a man's experience of being abused as a child; a man's seeing his mother abused when he was growing up). However there was no clear expectation of Campaign effects on these beliefs, so while the responses to them are found in the appendix, we do not discuss them here.

Figure 6.12. A man's friends accept his aggressive behavior toward women



Note: 1-5 Scale, where 1=Strongly disagree and 5=Strongly agree (N per month ranges from 93-394).

Figure 6.13 People don't offer to help abused women

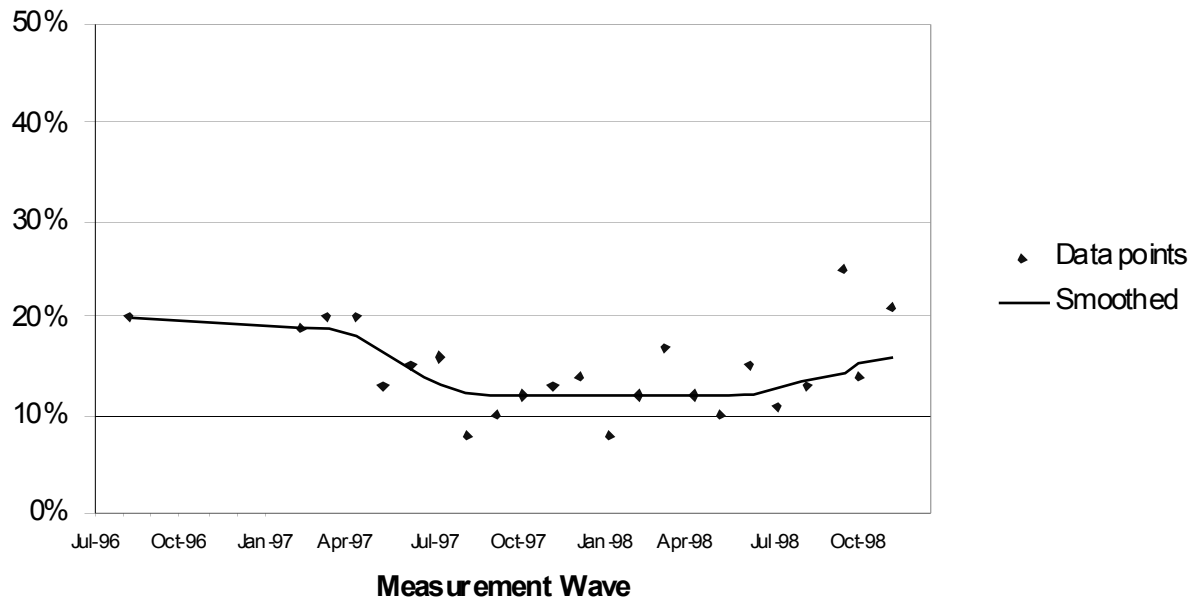


Note: 1-5 Scale, where 1=Strongly disagree and 5=Strongly agree (N per month ranges from 95-390).

6.5 PERCEPTIONS OF SOCIAL NORMS OF BEHAVIOR

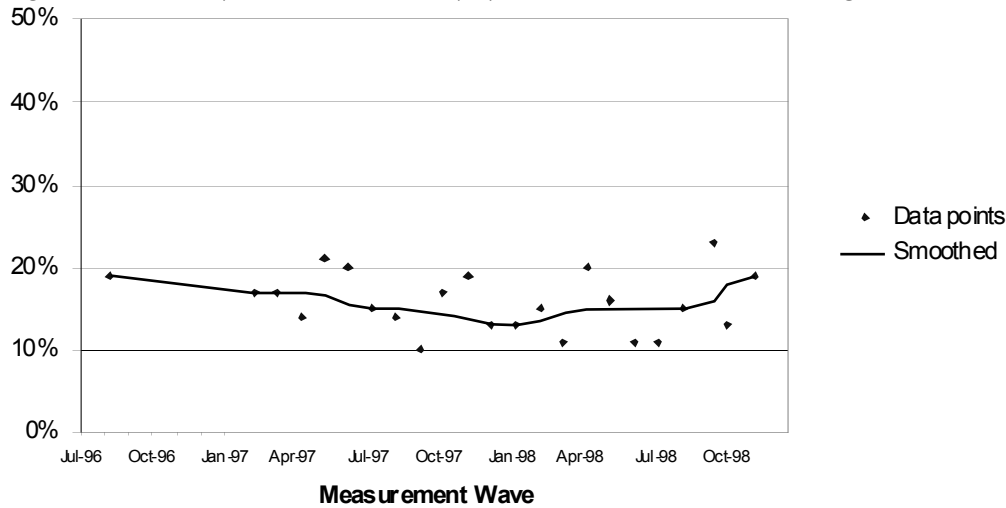
A key element of the behavioral model of the Philadelphia project posited that if the project could affect social norms, this might then lead to changes in anti-violence behavior, and eventually to a reduction in the incidence of domestic violence. A series of questions asked about respondents' knowledge of others taking a variety of preventive behaviors: including donating money to or volunteering with a domestic violence organization, attending an anti-violence rally or displaying an anti-violence message. A program effect would result in an increase in these behaviors over time, indicating an enhanced perception that more people in the respondents' communities were taking steps to stop domestic violence. Of the several behaviors asked about, we show two as examples of consistently flat trends over time. Figures 6.14 and 6.15 indicate that the perception by respondents that their neighbors were donating money or displaying anti-domestic violence messages remained consistent over the project period, showing no long lasting program effect. The data points suggest some evidence consistent with a claim of an increase at the end of the project period, however, in accord with the short-term impact found with some of the general beliefs. We hold discussion of that until Chapter 8.

Figure 6.14. Perception of knowing others who donated money to service agencies



Note: Percent saying yes (N per month ranges from 96-392).

Figure 6.15. Perception that others display anti-domestic violence messages

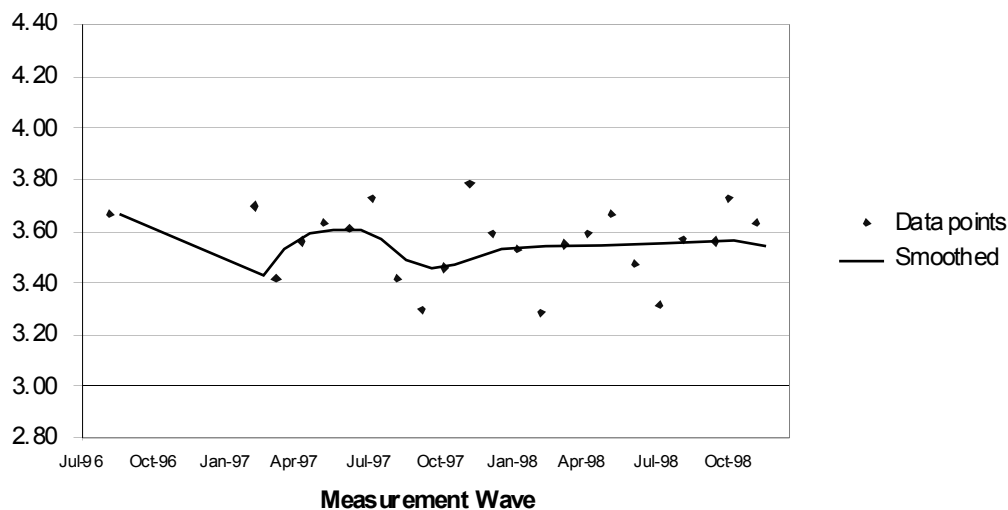


Note: Percent saying yes (N per month ranges from 99-394).

6.6 INTENDED ACTIONS IN RESPONSE TO A DOMESTIC VIOLENCE SITUATION

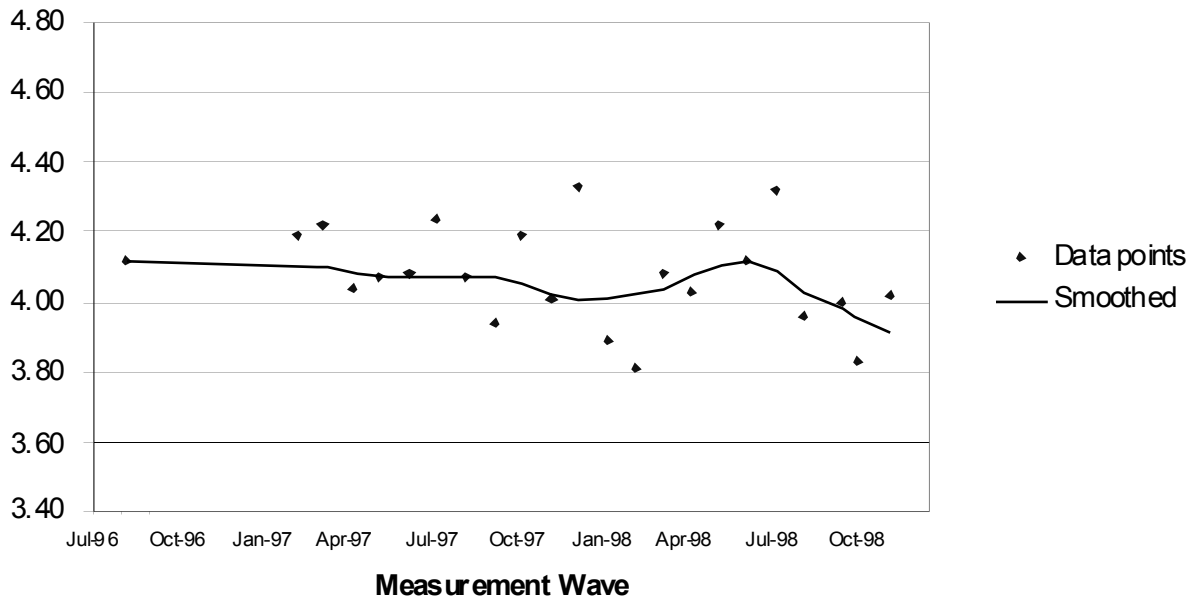
A number of questions asked individuals who did not personally know of or suspect a domestic violence situation in the past year how they would respond to a hypothetical domestic violence situation involving people with whom they were fairly close. Specifically, they were asked if they would: talk to the man, talk to the woman, talk to others about the situation, or contact a domestic violence program for advice. Each of these were actions that the project emphasized in its Action Kits and project materials. Again, a program influence would result in a rise in the intended behaviors. Figure 6.16 shows that the intention to consult with others remained stable and flat over the project period, indicating no program effect. Figure 6.17 shows that for the intention to talk directly with the victim, a flat trend is followed by a slight decline at the end, but the change is negligible.

Figure 6.16. Likelihood of consulting with other people to try to decide what to do



Note: 1-5 Scale, where 1=Very unlikely and 5=Very likely (N per month ranges from 68-258).

Figure 6.17. Likelihood of talking to the woman about the physical abuse



Note: 1-5 Scale, where 1=Very unlikely and 5=Very likely (N per month ranges from 68-260).

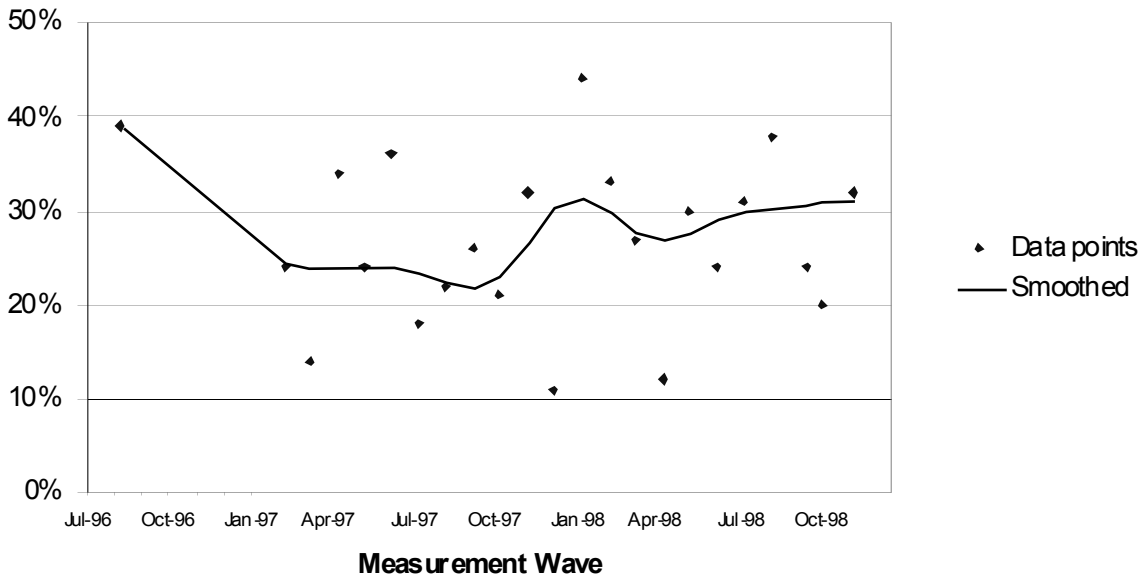
The lack of any program impact on behavioral intentions is consistent with the very slight and short-term effect suggested by the data for program exposure, mobilization, and the general beliefs.

6.7 ACTIONS TAKEN IN RESPONSE TO AN ABUSIVE SITUATION

The 1013 people, or 29% of the sample, who knew of or suspected that a woman they knew was abused in the past year, were asked about what actions they took in response. They were asked about the same actions as in the behavioral intentions questions. Again, given the program goal of raising awareness and about actions people could take to respond to specific situations of abuse, we would expect that these behaviors would increase in the population over time, if the program had impact. Since less than one-third of the sample reported about such direct experiences, the sample size for each month is quite small, and the sampling errors quite large. We thus must be particularly careful about making claims about effects absent strong trends.

Figure 6.18 shows that a large proportion of respondents claimed that they spoke with the abusive man, with an average of about 29%. The smoothed line shows some variation over time, but on average, the period before and after the Campaign's true initiation (September, 1997) are not different in the frequency of such claims.

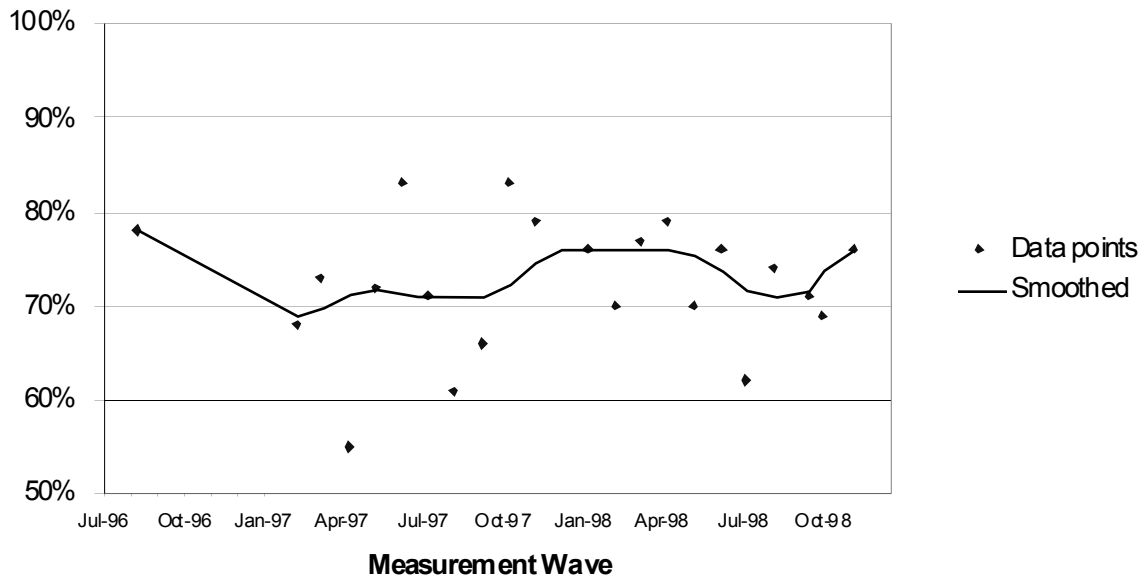
Figure 6.18. Talked to the man about his physically abusing the woman



Note: Percent saying yes (N per month ranges from 22-135).

Figure 6.19 shows that the proportion of respondents who claimed they had talked to victims also remained flat, once month-to-month variability is ignored. The rest of the actions show a similar month-to-month instability, but no consistent tendency for the after-initiation results to look different from the before-initiation results. The trend lines can be found in the Appendix.

Figure 6.19. Talked to the woman about the physical abuse



Note: Percent saying yes (N per month ranges from 22-135).

6.8 DISCUSSION

In this chapter we looked at the monthly survey data to answer the third question: Was the project successful in influencing beliefs, attitudes and social norms relating to domestic violence, and intentions and behaviors recommended by the Fund to intervene in abuse situations?

A program effect would be indicated by a stable and flat trend in outcome measures prior to the program, with an increase following the program, or following notable program events. For example, we would expect to see a rise in respondents' confidence in their ability to talk to an abused woman, or in the proportion of respondents who intended to talk to a victim in a hypothetical case of abuse.

As we saw in the previous chapter, again we have seen no consistent upward trends in attitudinal and behavioral outcome variables. While specific variables often showed movement up and down, the shape over the two year period is flat. The peaks and valleys can be attributed to sampling error and small sample size for specific months, particularly in the case of the behavior measures.

So far, then, the data suggest a negative response to the first three research questions. As we found in the last chapter, at a city-wide level, no clear increase was discerned in the proportion of individuals attending to or involved in domestic violence prevention activities during the project period. The data show a consistent segment claiming to support the anti-violence activities through donations, display of bumper stickers, and volunteerism, throughout the period of the study. The efforts of the Fund did not make an enduring difference in individual involvement in anti-violence activities at the population level.

Consequently, it is not surprising that outcome variables measuring norms, beliefs, attitudes, intentions and direct actions responding to abuse did not shift city-wide. We must initially answer the third question in the negative: the project did not influence domestic violence related cognitive and behavioral outcomes substantially and lastingly over the course of the study.

Such negative results over the project period do not rule out possible temporary impact of specific program events. Indeed, the trend analysis showed some evidence consistent with a claim of short-term effects in the case of certain general beliefs and social norms. In the next two chapters, we will look more closely at the data for the months around specific program initiatives – the two annual events – to assess their independent effects.

CHAPTER 7. RESULTS OF THE FIRST ANNUAL EVENT

In this chapter we present the statistical analysis focusing specifically on the short-term effects of the first annual event – the “Work to End Domestic Violence Day” which took place October 1, 1997. This description is adapted from an analysis prepared by Jo Stryker, Robin Nabi and Robert Hornik, and submitted in a previous report to the funding agency.

The purpose of this event was to get local workplaces involved in the issue of domestic violence by offering workshops and other activities about domestic violence, as well as by distributing information to employees. It was hoped that employee participation in workplace activities, or even their reception of information about domestic violence, would result in changed attitudes and beliefs about domestic violence.

This chapter evaluates the reach of “Work to End Domestic Violence Day” in two ways: 1) the amount of media coverage generated by organizers, both of the event in particular and domestic violence in general; and 2) the level of participation, in terms of activities and the distribution of information, as well as the recognition that a special workplace program had occurred, as reported by individuals who participated in the survey. Our essential evaluation question was whether this program was noticed citywide, and whether the average adult in the community was affected by it.

This chapter evaluates the reach of “Work to End Domestic Violence Day,” in terms of its impact on the media, and individuals. This analysis assumes that the activities of the organizers of “Work to End Domestic Violence Day” were of three kinds: 1) those which prompted local policy makers to support “Work to End Domestic Violence Day,” which could increase both media coverage of the event as well as employer participation; 2) those which prompted the local news media to cover the issue of domestic violence, which could indirectly affect both employer participation and individuals' knowledge about the workplace program, and 3) those involving direct recruitment of employers to participate in the program.

The media coverage concerning domestic violence could be of two types: 1) news stories which related specifically to “Work to End Domestic Violence Day;” and 2) general news stories about domestic violence that might have increased because the issue was higher on the agenda for the month. A media monitoring company was contracted to gather news stories about “Work to End Domestic Violence Day,” while more general on-line searches were conducted to determine the number of domestic violence-related stories appearing in *The Philadelphia Inquirer*, *The Philadelphia Daily News*, and *The New York Times*. The *Times* was used as a basis of comparison—if the workplace program successfully generated an increase in local media coverage, then the Philadelphia papers should have had a larger increase in domestic violence media coverage than other cities.

Both the generation of media coverage about domestic violence and interpersonal efforts could potentially produce enough participation among employers to cause a detectable level of participation in domestic violence work-related activities among employed adults living in Philadelphia. These efforts could also increase awareness among the general community that the issue of domestic violence was being addressed, in some capacity, in the workplace. Both of these potential outcomes were evaluated through a statistical analysis of responses to the ongoing evaluation survey of adults living in the Philadelphia area.

Several questions concerning the workplace had been asked since the survey's inception, while additional questions were added to the monthly survey from August 1997 through November 1997. The questions addressed three issues: 1) the extent to which those employed received information about domestic violence at the workplace; 2) the extent to which those employed participated in activities concerning domestic violence at the workplace; and 3) the extent

to which any adults, employed or not, heard about domestic violence-related activities which occurred in the workplace.

Organizing for the workplace intervention emphasized larger employers in the city. Program staff also believed that the impact of “Work to End Domestic Violence Day” would more likely be found among individuals who work for large companies with more organizational resources. Consequently, a question concerning the size of the company which employed the respondent --greater than five hundred employees (large companies), or less than five hundred employees (small to medium companies) -- was added for the August-November 1997 waves.

7.1 SUPPORT FROM POLICYMAKERS

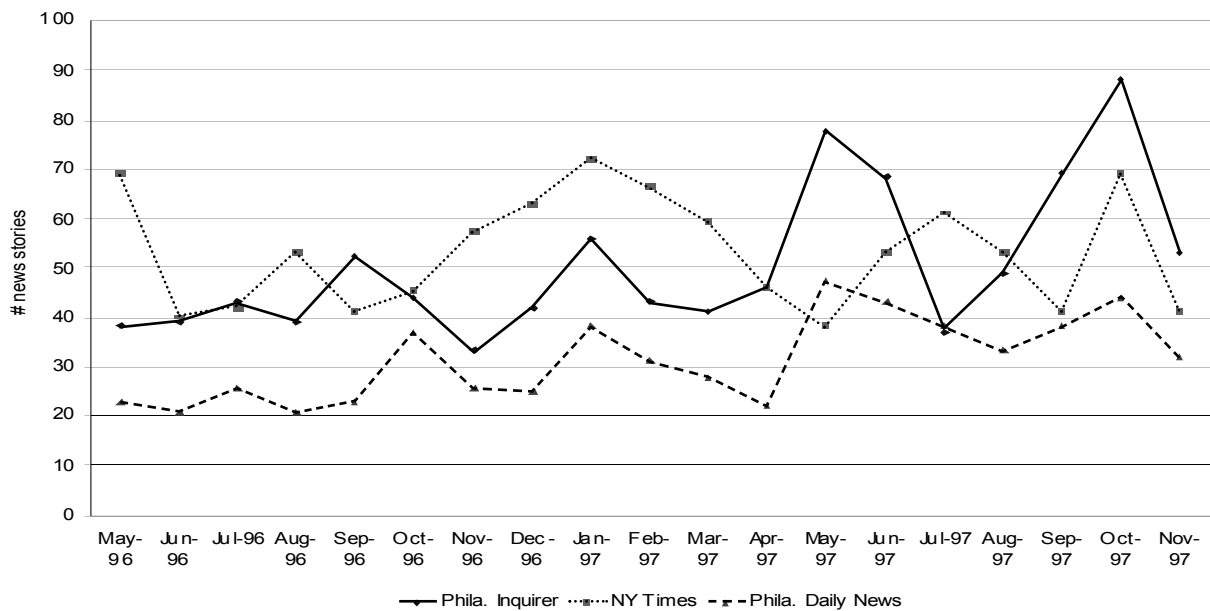
Based on the progress reports of the Fund and discussions with program staff, organizers of “Work to End Domestic Violence Day” were very successful at raising awareness about the program and garnering support at the policy level. The City Council of Philadelphia offered its full support to “Work to End Domestic Violence Day”, passing a resolution declaring October 1, 1997 the “Second Annual Work to End Domestic Violence Day” in the city of Philadelphia. The resolution “implored” and “encouraged” Philadelphia employers to “host and direct appropriate programs, seminars, and workshops focusing on education and intervention by designing policies to ensure that workplaces are supportive of the special needs of employees who are facing domestic violence.” A similar resolution was also passed in the State Senate. The mayor of Philadelphia endorsed the project, and held a press conference one month before the event to promote it. Obtaining political endorsements for “Work to End Domestic Violence Day” undoubtedly aided the tasks of recruiting employers and generating media coverage; it validated the importance of the program to potential participating employers, and it provided an additional reason for the media to cover “Work to End Domestic Violence Day.”

7.2 MEDIA COVERAGE

According to the progress reports, workplace intervention organizers were successful in generating some local media coverage about domestic violence, which was aided by the political endorsements. There were a total of 13 stories specifically about the workplace program that appeared in both local print and television news during September and October of 1997. Only two stories about “Work to End Domestic Violence Day” did not mention political involvement, suggesting that targeting policy makers was an important strategy for gaining media coverage.

It was possible that the efforts of “Work to End Domestic Violence Day” organizers, in conjunction with more general “noise” about Domestic Violence Awareness month, produced a significant increase in the general coverage of domestic violence, thereby raising awareness among individuals and potential employer participants. This possibility was explored by charting the amount of media coverage of domestic violence offered by *The Philadelphia Inquirer*, *The Philadelphia Daily News*, and *The New York Times*. *The New York Times* was included to compare local domestic violence coverage to national coverage of the issue. If the “Work to End Domestic Violence Day” was successful in increasing the total amount of domestic violence coverage, the Philadelphia papers should have had a higher level of domestic violence coverage in September, and particularly in October, than in previous months. Also, if the Philadelphia project was particularly successful, the increase in domestic violence media coverage in the month of October should have been greater among Philadelphia papers than in the *New York Times*. If the *New York Times* showed a similar pattern, it was likely that the increase reflected national domestic violence awareness efforts rather than exclusively local efforts. The trends in domestic violence news coverage can be found in Figure 7.1.

Figure 7.1. Trends in print news coverage: Monthly total of stories about domestic violence



A review of the articles from May 1996 to November 1997 showed that in September and October 1997 the *Philadelphia Inquirer* exhibited a marked increase in domestic violence-related coverage. A review of the full trend line for the print media at the end of Chapter 5 also indicates that the *Philadelphia Inquirer* printed more domestic violence stories in October than in any of the prior 17 months, and September was the third highest month of the 18 observed.

The *New York Times* also showed a substantial October increase as well, however, suggesting a national effect as well as a local effect. The *Philadelphia Daily News*, while its article count was slightly higher than in the previous months, was not strikingly different.

The increase in all three of the papers suggests that the impact of Domestic Violence Awareness Month was felt at a national level, but there is no evidence of a pronounced increase in reporting as a result of the Work to End Domestic Violence Day.

7.3 PROGRAM DESCRIPTION

Efforts to raise awareness about domestic violence in October appeared successful in generating media coverage. But whether this general coverage affected perceptions of and participation in workplace activities can only be determined through an analysis of employers and individuals within the Philadelphia community.

Work to End Domestic Violence Day was held on October 1, 1997, the beginning of Domestic Violence Awareness Month. The event featured dozens of employers displaying anti-domestic violence posters, distributing information about the problem and hosting seminars to address abuse.

A consultant organized the various activities of the event, and recruited employers to take part in it. An Organizer's Kit was produced which included a variety of materials that an employer might use to participate in the event. The Kit was sent to 45 employers across the city. In the end a varied group of 32 workplaces (18 private and 14 public) were recruited to participate, including Allegheny University Hospitals, Conrail, Eichler and Moffley Realtors, FMC

Corporation, Manchester, Inc., Philadelphia Bar Association, SmithKline Beecham, Temple University, and the University of Pennsylvania Health System.

Specific events on October 1 included various efforts by employers to educate their workforce about domestic violence. Among other activities, employers held 19 workshops about domestic violence for employees, which were conducted in various languages. The City School District distributed hundreds of campaign posters to 250 schools across the district, and included information about abuse in paycheck stuffers sent to 30,000 employees. The Mayor's Office hosted a training for personnel directors which resulted in the formation of a task force to develop a citywide domestic violence policy. Newsletters were sent to 1500 Philadelphia Empowerment Zone businesses.

While these substantial achievements are worthwhile, they represent only a very small fraction of all the employers and employees in Philadelphia. It appeared that the general increase in domestic violence coverage by local press did little to prompt local employers to participate in the workplace intervention, and that perhaps more coverage specific to "Work to End Domestic Violence Day" may have been helpful. Only two employers who were not recruited through interpersonal efforts expressed interest in participating in the workplace activity, and it is unknown whether media coverage of the event had any influence on their decisions to participate. Thus, the work of organizers to promote "Work to End Domestic Violence Day" through interpersonal channels was largely successful, and produced many beneficial results. Such recruitment can only be expected to have limited reach, however, and efforts to recruit workplaces based on media coverage were not effective.

A separate issue, even for workplaces recruited for the program, was whether the level of activity carried out under the "Work to End Domestic Violence Day" was of sufficient magnitude to affect the lives of the employees of those businesses. These effects could have been directly on individual knowledge or beliefs for those in the workplaces, or through changes in ongoing workplace policy which would have affected individuals indirectly. The small amount of activity undertaken at each workplace would probably not have been enough to produce a substantial amount of exposure to domestic violence messages directly. Thus, even at the places where there was activity we probably would not have expected large effects. When we look at the community at large, in the next section, it is no surprise that we see only limited evidence of effects.

7.4 METHODS

The assessment of "Work to End Domestic Violence Day" principally used the months of data before and immediately after the event. This analysis then effectively tests the hypothesis that the intervention had a short-term effect. For these analyses, survey data were grouped and compared in three ways (1 is a subjective approach and 2 & 3 are statistical):

1. We grouped the data in 3-month intervals (to increase sample sizes) and examined the graphical displays of long-term trends for those variables for which this information was available. This was done to determine if there was any visual evidence for a shift in responses during and immediately after WEDVD.
2. *Before "Work to End Domestic Violence Day" vs. after.* Baseline through September 1997 were grouped and compared with October and November '97, to determine if there were statistically significant differences in the way individuals responded to workplace questions associated with "Work to End Domestic Violence Day." November was included in the "after" category to ensure that there would be no confusion on the part of respondents about what "the past month" meant (respondents were asked to recall certain information about the past month, which could conjure up images of either the past thirty days or of the month preceding the month in which they were surveyed), and also because some employers may have participated in the program late in October, or even early November.

3. October vs. prior waves and November. To maximize the possibility of identifying an effect of “Work to End Domestic Violence Day,” the October Wave-- the month most likely to show an effect-- was compared to all other waves for outcomes which were expected to show up only for a single month.

7.4.1 SAMPLE SIZES

Of the entire sample used in this analysis, 1550 individuals were in the before category, and 300 in the after. One hundred and fifty respondents were interviewed during the October wave, versus 1700 for November and the prior waves. Among all surveyed individuals, 59.4%, or 1099 people, were employed outside of the home. Among employed individuals, 937 individuals were surveyed before “Work to End Domestic Violence Day,” and 162 after. There were 77 employed respondents surveyed during the October wave, versus 1022 for all other waves.

7.4.2 STATISTICAL METHODS AND METHODOLOGICAL CAVEATS

Cross-tabulations were performed for all comparisons. However, a note of caution is needed before interpreting any of the results. For some analyses, the sample size was reduced to a point where tests of statistical significance may be unreliable. For example, there were only 77 employed individuals who were surveyed during October. After controlling for organization size, this number dropped to 39 employed individuals who worked for large organizations, and 38 for employed individuals working for small organizations. These numbers were further reduced when exploring associations concerning workplace involvement in domestic violence activities. Thus, it should be recognized that there are some difficulties involved with making inferences about some of the reported associations.

7.5 RESULTS

7.5.1 PARTICIPATION IN DOMESTIC VIOLENCE WORKPLACE PROGRAM - PAST YEAR

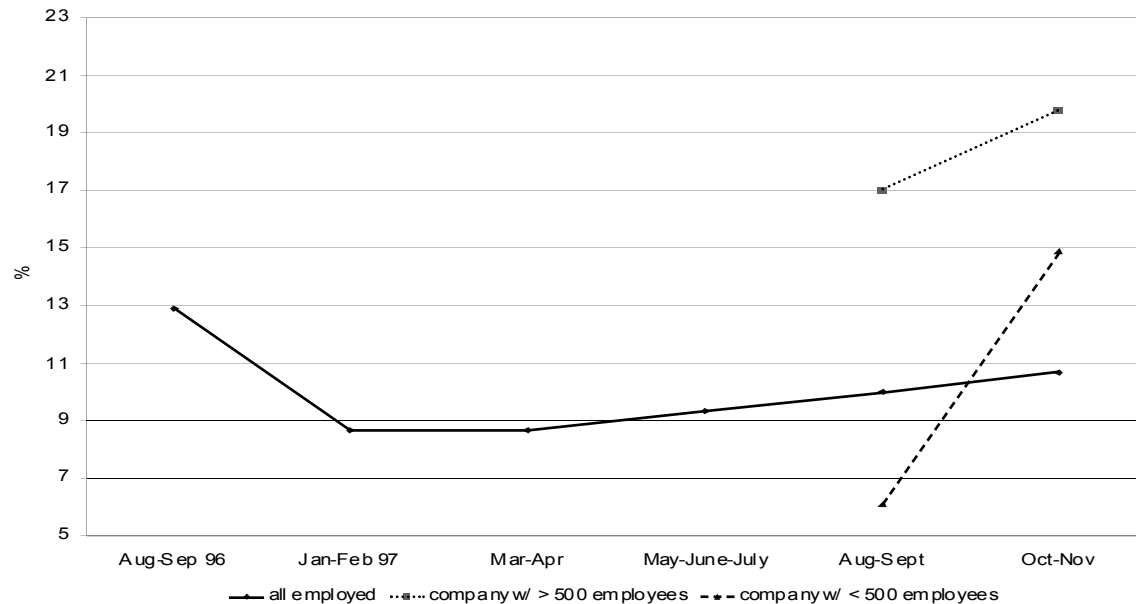
Of the sample in the analysis, 9.3% of the 1099 respondents employed outside the home had participated in a domestic violence workplace program in the past year.

There was no statistically significant difference between the percentage of individuals employed outside the home who participated in a domestic violence workplace program in the past year before the workplace event and after. This remained the case when controlling for the size of the respondent's workplace.

There was also no statistically significant difference between the percentage of individuals employed outside the home who participated in a domestic violence workplace program in the past year when comparing the October 1997 data with the prior waves and November, also while controlling for workplace size.

Figure 7.2 illustrates the percentage of those employed outside the home who participated in a domestic violence workplace program in the past year across the entire period of data collection.

Figure 7.2. Percent of employed individuals who recalled participating in domestic violence workplace programs in the past year



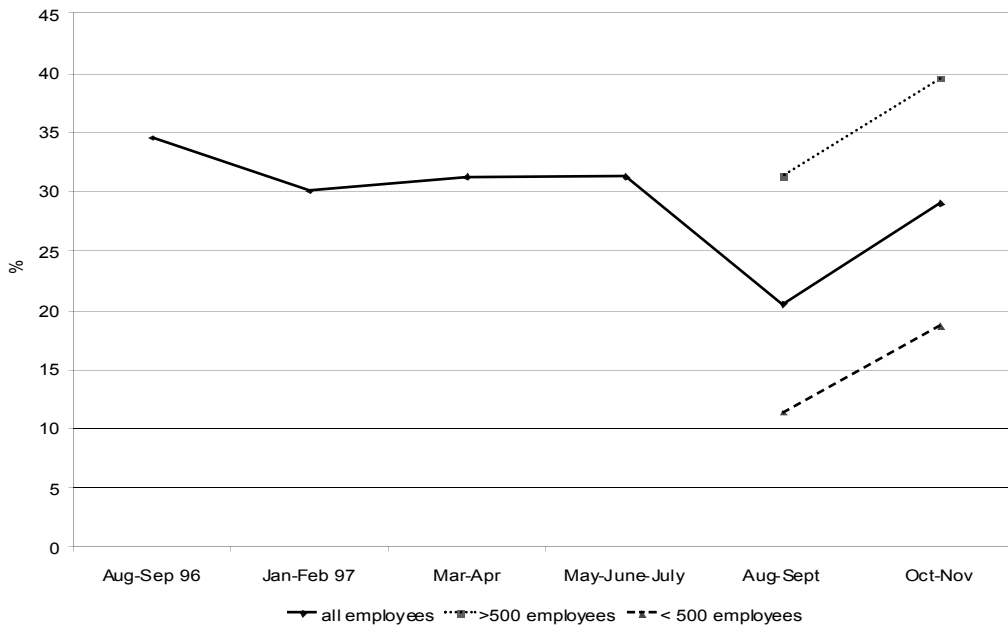
As the figure indicates, there was an apparent increase in participation during the October/November period (this is true for all employed, and those employed at a large company, and those employed at a small company). However, an examination of the longer trendline for all employed individuals suggests that this increase is merely a bounceback from a decline in the previous two-month period.

7.5.2 DISTRIBUTION OF DOMESTIC VIOLENCE INFORMATION IN THE WORKPLACE - PAST YEAR

Of all employed individuals, 29.7% reported that their workplaces distributed information about domestic violence. However, there was no statistically significant difference between the percentage of employed individuals who recalled their workplaces distributing information about domestic violence before or after “Work to End Domestic Violence Day.” This remained the case after controlling for the size of the company. There was also no statistically significant difference between the percentage of employed individuals who recalled their workplaces distributing information about domestic violence comparing the October data versus all other waves.

Figure 7.3 shows the percentage of those employed outside the home whose workplaces distributed information about domestic violence in the past year. Each of the lines in this figure shows a marked increase in the distribution of domestic violence information in the workplace from August/September to October/November. However, as in the previous figure, August/September represented a particularly low level of workplace information distribution, so we have to assume that October/November results were not reflections of increases due to the program but a return to the usual level. There were also differences in the percentage of individuals who received information based on the company size. This remained the case from August 1997 through November 1997, suggesting that in general, larger companies are distributing more information about domestic violence to its employees than smaller companies.

Figure 7.3. Percent of employed individuals who recalled their workplaces distributing information about domestic violence



7.5.3 HEARD IN PAST MONTH ABOUT SPECIAL DOMESTIC VIOLENCE WORKPLACE ACTIVITIES

From August through November 1997, a total of 7% of all respondents had heard about special domestic violence workplace activities in the past month. Among employed individuals, 22.2% of the 342 respondents surveyed between August and November 1997 had heard of special domestic violence workplace activities. Cross-tabulations showed no statistically significant difference between the percentage of individuals in the sample who had heard about special domestic violence workplace activities before or after “Work to End Domestic Violence Day.” This remained the case among only employed individuals.

Marginally statistically significant differences resulted when controlling for workplace size, however. When comparing the 86 respondents working in large companies after the campaign, 33.6% had heard about the workplace intervention, versus 24.1% of 83 before respondents (Chi-sq. = 2.86, $p < .10$). There was no observable difference among those working in small companies.

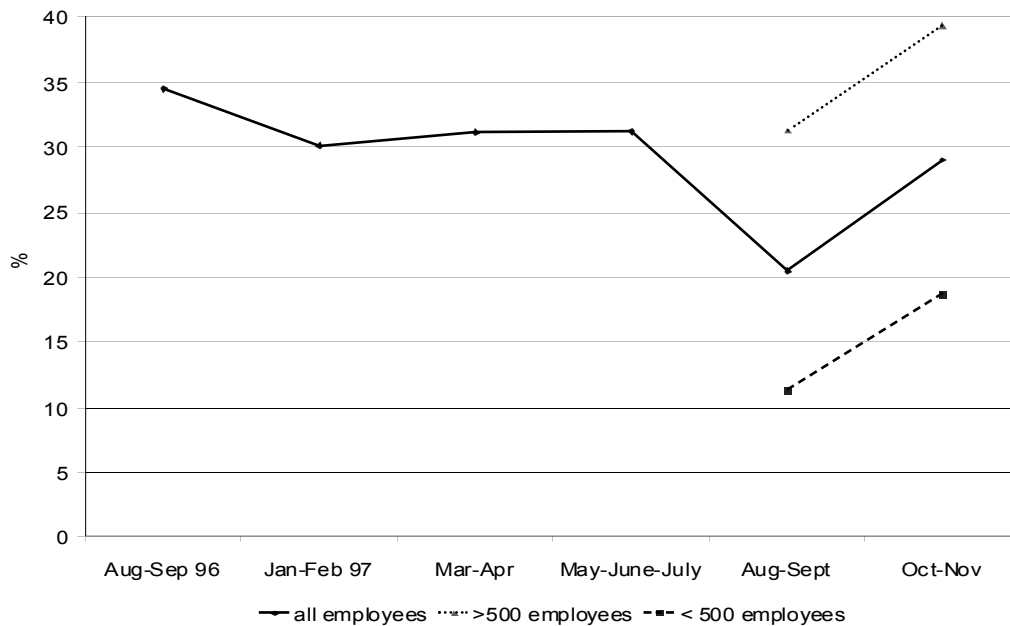
Marginally statistically significant differences also resulted when comparing the October wave with all other waves, among employed individuals only. The 76 employed October respondents were more likely to have heard about special domestic violence workplace activities compared to the 266 respondents from August, September, and November: 30.3% versus 19.9% respectively (Chi-sq. = 3.65, $p = .06$, $N = 342$).

This difference became larger when controlling for work size: 42% percent of the 38 respondents working for large companies who were surveyed in October had heard about the workplace activities, versus 26.4% of 125 individuals (working for large companies) in all other waves (Chi-sq. = 3.4, $p = .07$, $N = 163$). As was the case with the before and after comparison, no statistically significant differences were found among those individuals working for small companies.

These results, although verging on statistical significance, are inconclusive. The results are quite tentative given the very small number of cases with which these comparisons are made, so the statistical power to detect changes is limited. Thus there is some risk that these marginally significant differences occurred by chance. While these differences may represent real effects, our surveys could not detect them.

Figure 7.4 illustrates the percentage of individuals who had heard about a special domestic violence program at workplaces in the past month, from August 1996 to November 1997.

Figure 7.4. Percent who reported hearing about special domestic violence programs at work in the past month



Looking across the four segments, individuals employed at companies with greater than 500 employees were consistently more likely to have heard about domestic violence programs in workplaces, compared to all individuals, all employed individuals, and all individuals working for companies with less than 500 employees. Some of this difference could be due to the fact that large companies were more likely to hold domestic violence-related activities, as well as to distribute domestic violence-related information (this can be seen also in Figures 7.2 and 7.3). Regardless, the fact that during the month of October, 42% of individuals employed in large companies had heard about a domestic violence workplace program suggests that “Work to End Domestic Violence Day” did manage to generate some “noise” about its purpose, perhaps beyond the borders of the specific places recruited to participate.

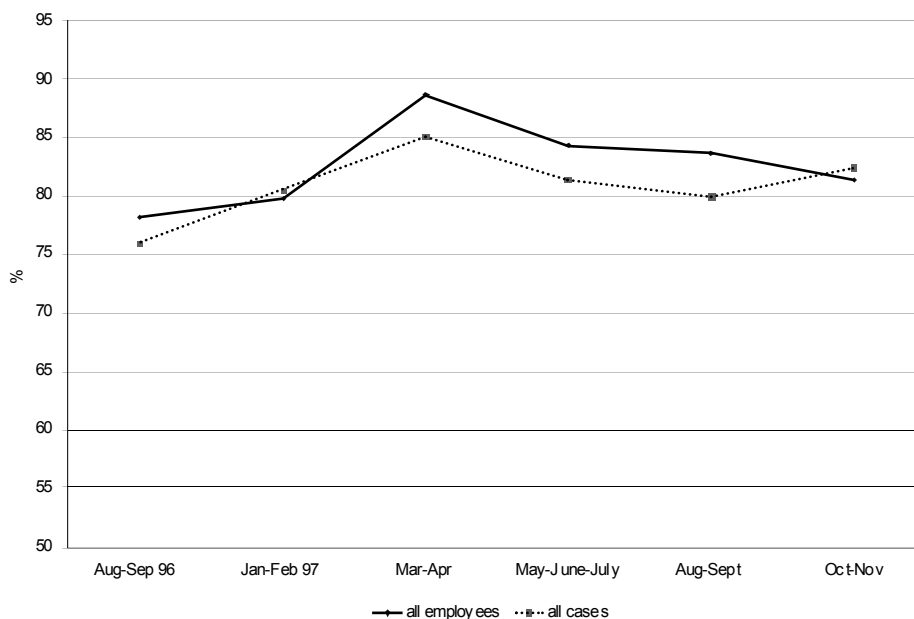
7.5.4 BELIEF THAT EMPLOYERS SHOULD TAKE AN ACTIVE ROLE IN ADDRESSING DOMESTIC VIOLENCE

Among employed individuals, 78.6% (N = 864) of those surveyed believed that employers should take an active role in addressing domestic violence. However, there were no significant differences between “before” and “after,” nor when controlling for work size, about those who believed that employers should take an active role in addressing

domestic violence. There was no statistically significant difference between employed individuals surveyed during October vs. employed individuals in all other waves. This remained the case when controlling for work size.

Despite the lack of significant differences, it is clear that a vast majority of those surveyed, regardless of whether they were employed, already believed that employers should play some role, either major or minor, in addressing the issues (see Figure 7.5).

Figure 7.5. Percent who believe that employers should take an active role in addressing domestic violence



In both samples (overall and only those who are employed), across all waves, the percentage of individuals who believed in employers' roles in addressing domestic violence never fell below 70%. Given the level of initial agreement, there was not a lot of room for additional movement.

7.6 CONCLUSION

In summary, these analyses suggest that “Work to End Domestic Violence Day” activities appeared to produce recognition among some respondents in the Philadelphia community. Any employer participation other than what was in response to organizers' direct personal efforts was not detected through this survey analysis, however. There did not appear to be an increase in the distribution of domestic violence materials or in the reported participation in domestic violence workplace activities during the months of October and/or November 1997. Although it is possible that the lack of findings is due to small sample sizes, the fact that only 31 workplaces in Philadelphia were known participants of “Work to End Domestic Violence Day” suggests that the lack of findings is due to the low level of employer participation. As a program with aspirations to affect the entire city of Philadelphia, the Workplace initiative did not produce effects large enough to be detected in a community-wide survey.

Having accepted that the program as implemented fell short of ideal results, however, it is important to point to additional evidence for the potential importance of workplace participation in domestic violence activities. One view of the effects of workplace domestic violence programs comes from simple comparisons of survey respondents who

did or did not report prior receipt of domestic violence-related information in the workplace, or who did or did not participate in domestic violence activities in the workplace. Most of these respondents reporting exposure to information or involvement in programs were reporting about actions that had taken place prior to the October campaign. In particular, this analysis asks whether those exposed and those unexposed were different in their likelihood of talking with a woman who was a victim of domestic violence. The analysis considers whether exposed versus unexposed women felt more confident to engage in such conversation (called self-efficacy), and whether they said they intended to engage in such conversation if they had the opportunity.

7.6.1 IMPORTANCE OF WORKPLACE ACTIVITIES IN BEHAVIOR CHANGE

Individuals who have either received information about domestic violence or participated in workplace related activities were more likely to: 1) have self-efficacy concerning talking to a victim of domestic violence (respondents felt confident in their ability to talk to a victim), and 2) express intentions to talk to a woman whom they suspected was being abused. Individuals who had participated in domestic violence workplace activities were also significantly more likely to believe they knew what they could do to help reduce domestic violence in their communities. This can be seen in Table 7.1.

TABLE 7.1: Relationship between Workplace-Related Domestic Violence Actions and Beliefs about Domestic Violence

	Received DV Information in Workplace	Did Not Receive DV Information in Workplace	Participated in DV Workplace Activities	Did Not Participate in DV Workplace Activities
Confident in ability to talk to a victim	84.4%	76.9%	87.5%	74.2%
Intends to talk to a DV victim	83.8%	77.6%	88.9%	73.5%
Knows what they can do to help reduce DV in their community	n.s.	n.s.	72.7%	51.2%

These results support the importance of workplace involvement in the issue of domestic violence. Even the distribution of domestic violence materials can educate individuals about domestic violence, and increase their belief in their ability to talk to a victim.

CHAPTER 8. THE MARKET STREET BLITZ

The October, 1998 intervention involved two linked activities. There was a substantial effort to develop a paid media campaign for September and October, which included radio advertisements and outdoor advertising. The media campaign sought to raise awareness of the need to take action about domestic violence and it was also linked to the second major activity: an annual event. Among the activities planned by project staff to get the “Philadelphia: Let’s Stop Domestic Violence!” campaign message out to the public was the organizing of an annual event. In the first year of the project, 1997, the event was, “Work to End Domestic Violence Day.” In 1998 it was entitled “The Market Street Blitz.” This chapter examines the effectiveness of the Market Street Blitz and the linked paid media campaign to mobilize the public and to change social norms concerning domestic violence.

The Market Street Blitz was composed of a rally, intended to educate the three hundred volunteers present about the problem of domestic violence in Philadelphia, and the subsequent distribution of domestic violence information to the greater community. It was hoped that the Blitz would raise the visibility of domestic violence, inform people about the scope of the problem, serve as the stimulus for press coverage of the issue, and lead to changes in the social norms about domestic violence.

The Blitz took place on Thursday, October 1, 1998, in Center City, Philadelphia. October is National Domestic Violence Awareness month, and it was hoped that publicity generated for and by the National campaign would reinforce the efforts of “Philadelphia: Let’s Stop Domestic Violence!,” and the message of the Market Street Blitz.

The central event of the Blitz was a rally, which was attended by three hundred people. Although the rally itself had no direct impact on the general population, those who attended it went out into the community later in the day to distribute information about domestic violence to passersby. It was expected that both the presence of the volunteers and the information they handed out would directly influence the population. Enlisting the support of these three hundred individuals and educating them about the problem (as well as about organizations that provide assistance to victims) was part of the Fund’s overarching effort to “mobilize the public.”

Motivational speakers included Mayor Edward Rendell, actress Holly Robinson-Peete and gospel singer Donnie McClurkin. Other speakers educated the audience; survivors of domestic violence and leaders from domestic violence agencies talked about their experiences and what could be done to alleviate the problem, and were available to answer questions throughout the day.

Following the rally, the volunteers spread throughout Center City, distributing 8000 informational brochures, bumper stickers and house signs to the public. Volunteers wore distinctive bright blue aprons with campaign messages on them, and were quite visible in the city throughout the afternoon. This aspect of the Blitz was intended to have a direct impact on the population. It was expected that the volunteer’s participation would serve as a public statement that domestic violence is unacceptable, and that this would affect the social norm. It was also expected that the bumper stickers and signs, (each with the message, “There’s No Excuse for Domestic Violence,”) would be displayed by individuals throughout Philadelphia, and that this would in turn affect the social norm.

In addition to the attention that was attracted by the Blitz itself, publicity was purchased to announce and emphasize the event, but of more importance to raise awareness of, domestic violence generally. This took the form of radio advertisements, posters, which were displayed on buses and in subway stations, and banners that hung throughout Center City. Each medium reiterated the theme of the Blitz: “There’s no excuse for domestic violence.” The radio spots that aired before the Blitz asked people to join the October 1 rally. The bus and railway posters pictured individuals reiterating the “there’s no excuse” slogan, modeling but not directly recommending that people speak out on the issue.

8.1 EVALUATION QUESTIONS

1. We looked for evidence of media coverage generated specifically as a result of the event, and also evidence that news coverage of domestic violence in general increased in the context of the event. This indicates whether the media were mobilized, either directly or indirectly by the Blitz, and is an important determinant of campaign exposure for the general population.
2. We looked for evidence that the people of Philadelphia noticed the event or the messages available in the purchased media time and space. Using survey data collected before and after the Blitz we were able to determine whether people noticed news coverage, outdoor advertising, or radio advertising associated with the Blitz. This addresses the issue of whether project activities and mobilization of influential members of the public (the media, for example) were of sufficient scope that an impact on outcome measures could be expected.
3. We examined whether there was evidence that any of the outcome measures of beliefs or behaviors showed a pattern of increase possibly attributable to the Blitz.

8.2 WERE THE MEDIA MOBILIZED?

Media coverage data comes from three sources: the compendium of articles kept by the project at the time of the events, a search of the Dialog news database and the online archives of the Philadelphia newspaper data bases (Phillynews.com) for any articles which mentioned either the project, the Blitz, or any campaign activities, and a separate search of both data bases for domestic violence articles.

We hypothesized that there would be more domestic violence stories in the media after the event than there were before, due to both direct and indirect influences of the Blitz. We also hypothesized that the population's exposure to media coverage would be related to subsequent changes in the outcome variables.

We searched for any stories in the *Daily News* and in the *Philadelphia Inquirer* that mentioned the project, the Blitz, or the people involved for the period from September 1, 1998 through November 30, 1998. One story about the Market Street Blitz appeared in both the *Philadelphia Inquirer* and the *Daily News* on the day following the event. There were some other articles in neighborhood weekly newspapers and there was some coverage on radio and on local news broadcasts, including on Power 99, KYW, WHYY and WHAT radio. Fox television and WB television news also covered the event. It was not covered by any of the television stations affiliated with NBC, CBS or ABC, which are news broadcasts with higher ratings.

Thus the Market Street Blitz, and the Philadelphia: Let's Stop Domestic Violence! Campaign, despite major efforts, didn't get very much 'free' media coverage. To set a comparison standard, while there was one article that in any way related to the Campaign in each major newspaper, it was one of 57 articles in the *Inquirer* and of 24 articles in the *Daily News* which included the term 'domestic violence' during the October to December period. We would assume that relatively few citizens of Philadelphia would have been aware of the events if they depended on the coverage of the rally and the other focused activities by the media. If we were to see any effects of the October activities it would have to come from the purchased media time and space.

We also wondered whether the special focus on domestic violence in October, both because of the Blitz, and because it was Domestic Violence Awareness Month, would have any effect on general coverage of the issue. Trends in overall media coverage of domestic violence are discussed in detail in Chapter 5. However a rough estimate of the level of coverage of domestic violence during the period after the October event makes it clear that there was little effect. In an average three month period between January 1997 and March 1999, the *Inquirer* had 80 articles, and

the *Daily News* had 38 articles that included the phrase “domestic violence”. In the 4th quarter of 1998, which should have shown any increases stimulated by the Campaign, there were only 57 and 24 articles in the *Inquirer* and *Daily News* respectively, less than 70% of the average quarter. This was a similar ratio to that for 1997, and less than the 4th quarter ratios for 1996. Thus there was no evidence that general domestic violence coverage was stimulated by the Campaign’s activities in October 1998. We have little expectation that ‘free’ media coverage, of the event or of domestic violence overall, will have driven changes in the population. The only possibility would be that the paid media, both radio and outdoor advertising, might have affected the population. We examine that issue next.

8.3 WAS THE OCTOBER CAMPAIGN NOTICED?

Evidence for whether the population noticed the event comes from examination of a set of exposure questions asked in the monthly surveys, largely to see whether there were noticeable increases in the proportion of the population which recalled seeing domestic violence messages through various Campaign channels. Some of these questions had been used in the questionnaire for 12 to 18 months prior to the Blitz, while others were added only the month before the event. These new questions were added for the specific purpose of measuring the effects of new channels added for the Market Street Blitz.

In order to have adequate sample size to examine evidence for effects based on the newly added questions, a sample of 300 was gathered in August. This is triple the usual sample size. There was no September survey; instead, 150 people were surveyed in early October. Normally this sample would have been taken at the end of September, but sampling in October instead gave us information about the public opinions from the days immediately following the Blitz. This was important to capture possible short-term effects. The remaining samples (150 per wave) were gathered in late October, late November and mid-December. The total number of respondents who were surveyed after the date of the Market Street Blitz was 600.

Throughout the graphs and tables of this chapter, the pre-Blitz wave of data is labeled 8/98, the wave collected in the days immediately following the event is labeled 10/98a and post-Blitz waves are 10/98b, 11/98 and 12/98.

8.4 METHOD OF ANALYSIS

Sixteen variables were considered to be measures of campaign exposure. These 16 variables could be grouped into 3 larger sets. The first set of variables includes four that were added for the specific purpose of measuring the effects of the Market Street Blitz, including past month recall of radio ads, outdoor advertising, receiving printed brochures, or hearing news stories. Four other measures of channel exposure were measured for at least 12 months prior to the Blitz, including recall of ever hearing about a telephone number, having seen a brochure in the past 12 months, having received information at the workplace, and having seen TV ads in the past year. The third set included seven variables which measured name recognition for local domestic violence organizations, including “Philadelphia: Let’s Stop Domestic Violence!” Local domestic violence organizations all received some publicity during the Blitz.

Because it is necessary to have about 50 separate time observations to apply formal time series modeling techniques to data, we were not able to explore changes in these variables over time using that method. Instead, we took an approach that combined a subjective and statistical examination of the data. We examined three forms of evidence.

1. We examined the graphical displays of campaign-long trends for those variables for which this information was available (Appendix 2, Figures 1.1-2.7). Our goal was to see if there was any visual evidence for an upward shift in level of exposure during the post-Blitz periods.

2. We looked at changes in the proportion of people who responded affirmatively to exposure questions in the immediate period around the Blitz, comparing responses one month before, in the days following, and in the three months after the event (Tables 8.1-8.3).
3. Also, where the previous explorations suggested some possibility of a worthwhile pattern we undertook significance tests for differences in these proportions (Tables 8.1-8.3), although we were persuaded more by consistency across parallel measures than by a statistically significant result for isolated single measures.

The long-term trends graphs were discussed in Chapters 5 and 6, and they are all displayed in Appendix 2. We point to that evidence where appropriate, but focus most of our presentation in this chapter on the analyses of the results surrounding the Blitz period. The first three numerical columns (A, B and C) in Tables 8.1-8.3 include the proportions of respondents who responded “yes” to the given question. Columns A and B each include data from one wave only. Column C includes data from the late October, November and December post-Blitz survey waves (10/98b-12/98). The months in which the data was gathered are listed in each column, at the top of the table.

For each variable, two relationships were examined. The first was that the Market Street Blitz had an effect on exposure, but that this impact was short-lived, with levels of exposure resuming their previous levels in the month following the event. This relationship suggests that the immediate post-Blitz response would be different than both the before and after-waves. This relationship is tested in the fourth column of Tables 8.1-8.3, with both the gamma statistic, which varies between -1 and $+1$ and provides an easy summary of the magnitude of effect, and the significance of the statistic indicated.

The second relationship examined was that the Blitz had a more lasting impact, resulting in higher percentages of people responding positively to exposure questions throughout the duration of the campaign. That relationship was tested in the final column of Tables 8.1-8.3, which compare the before wave to all of the post-Blitz waves, and indicates both gamma and the significance of the relationship.

Because the data used in significance tests for the Market Street Blitz encompasses only a small range of the data from the campaign as a whole, and because relatively small sample sizes result in a great deal of random variation in responses, and because we test effects on so many discrete outcomes, there is a danger of finding statistically significant “effects” that are actually in keeping with a trend of randomly fluctuating sample means. By looking also at trend-line graphs, we are able to get a sense of the magnitude and frequency of these fluctuations, as well as an understanding of the general direction in which response means are moving. In this context, we are able to better interpret the significance tests we later apply to the data.

We recognize that this procedure entails a risk of claiming too much. We are conducting a large number of tests, and are permitting either of two patterns to be evidence for program effect. In some sense the analysis may thus be seen as speculative or interpretive instead of statistically definitive. Therefore, in coming to conclusions about effects, we will be quite judicious, looking for substantial effects and evidence of consistency across tests. We will be particularly persuaded by evidence that a pattern repeats itself in sensible ways for many variables, and where we can provide a sensible narrative to back up an apparent effect.

Our claims of effect depend on comparisons across months. In making such claims we must assume both that the samples were equivalent across months, and that nothing else going on in Philadelphia during the period examined could explain observed changes.

It is possible that the comparison samples were somehow different from each other due to variations in data collection techniques. While the sampling and interviewing procedures were supposed to be unchanged across survey waves, there is always a concern that some unexpected difference has occurred. We compared the three sets of waves for which our statistical comparisons are made (August, early October, and later October through December) to see

whether they were different on major demographic variables: sex, education, age, marital status or ethnicity. None of these variables were statistically different across the wave groupings.

A claim that there was nothing else going on in Philadelphia during October is a little more difficult to address. In addition to the specific Blitz-associated activities in October there were related activities at a local or national level reflecting Domestic Violence Awareness Month. Such activities are a legitimate complementary explanation for any observed changes. However, in reviewing the other newspaper articles published during October, we saw very little evidence of any other special anti-domestic violence activity being covered by the media, and, as we noted previously, the final quarter of the year was, in fact, a low period of overall domestic violence coverage. Also, we know that the Blitz did purchase media time, particularly through outdoor advertising and radio ads, and we do not know of any other parallel efforts by other agencies. Thus we believe that any effects specific to this time period are likely to reflect the impact of the Blitz.

8.5 EXPOSURE TO THE BLITZ

8.5.1 TREND-LINE GRAPHS OF EXPOSURE VARIABLES

Figures 1.1 and 1.3 through 1.5 in Appendix 2 illustrate responses over time to the set of four general exposure variables for which there is long term data (ever having heard of a domestic violence phone number, having seen a brochure about domestic violence in the past year, having seen a television commercial about domestic violence in the past year).

A superficial look at these graphs will give a sense of the response fluctuations that were mentioned earlier. None of these graphs reflects a general upward trend. This indicates that the campaign did not affect exposure consistently during its two-year course, an issue discussed in previous chapters. However, for three of these four measures of exposure, there is some suggestion of an upward move during the last months of the campaign, in the Blitz period. While the telephone number recall does not show an upward blip, reports of seeing a brochure, workplace distribution of information, and particularly recall of TV ads show such an upward shift, although it is possible that the upward shift had begun to appear in August rather than after the October 1 Blitz. Among questions asking for recall of the recognition of domestic violence agencies (Figures 2.1-2.7), there is less reason to suggest an upward trend. At most two of the agencies, Women's Way and Philadelphia: Let's Stop Domestic Violence!, show any apparent upward trend. Obviously, these visual inspections create only a tentative impression. And they do not include all of the measures included in the final months of the surveys. We turn next to the data that tests the effects of the October events, in a focused way.

8.5.2 MAGNITUDE AND SIGNIFICANCE OF BLITZ EFFECTS ON EXPOSURE

First we consider whether there were short term effects of the Blitz, that is whether the respondents who were surveyed in the days following the October 1 events, reported higher exposure to channels than those who were questioned in August or in late October, November, or December.

TABLE 8.1: Exposure Variables, specifically measured for Market Street Blitz; 8/98 – 12/98

	A 8/98	B Early 10/98	C Late 10/98-12/98	B vs. A&C gamma	A vs. B&C gamma
Heard radio ads or spots about domestic violence in the last month?	30.7% (300)	40.7% (150)	33.9% (446)	.173 p=.065	.110 p=.138
Seen outdoor advertising about domestic violence in the last month?	41.3% (300)	44.7% (150)	46.0% (448)	.011 p=.902	.088 p=.217
Received brochures or printed material about domestic violence in the last month?	12.7% (300)	18.0% (150)	9.4% (448)	.294 p=.030	-.053 p=.627
Seen or heard news stories about people taking action against domestic violence in the last month?	21.3% (300)	33.3% (150)	22.8% (447)	.273 p=.008	.115 p=.164

TABLE 8.2: Exposure Variables, measured over the course of the Campaign; baseline – 12/98

	A 8/98	B Early 10/98	C Late 10/98-12/98	B vs. A&C gamma	A vs. B&C gamma
In the past twelve months have you seen any brochures about domestic violence?	55.6% (295)	60.0% (150)	55.6% (439)	.090 p=.317	.023 p=.753
Do you remember seeing any commercials on television that addressed the issue of domestic violence in the past year?	79.1% (282)	85.5% (145)	79.2% (433)	.217 p=.055	.054 p=.557
Have you ever heard of a telephone number that you can call to get information about how you can help stop domestic violence?	68.6% (296)	67.8% (146)	63.1% (444)	.057 p=.550	-.097 p=.194
In the past year, as far as you know, has there been any distribution of information about domestic violence in your workplace?	20.7% (193)	27.3% (88)	26.6% (290)	.075 p=.554	.121 p=.205

Of eight general exposure comparisons displayed in Tables 8.1 and 8.2, two are statistically significant at the $p < .05$ level, and two others are significant at the $p < .07$ level. All eight of them show at least a slight trend for the immediate post-Blitz wave to be higher than the average of the August and late October through December waves (all the gammas are positive). However the pattern of results is a little surprising. The two channels which got the strongest play, radio ads and outdoor advertising, show only small trends, while the two significant effects are found for brochure reception in the past month, and seeing news stories in the past month. There was no large-scale distribution of brochures except for those in the immediate vicinity of the Blitz, and we found evidence of only minimal coverage of the Blitz in the news media.

There was a similar pattern of increasing recall of the names of domestic violence agencies (table 3).

TABLE 8.3: Exposure Variables, Recognition of Domestic Violence Organizations; baseline – 12/98

	A 8/98	B Early 10/98	C Late 10/98-12/98	B vs. A&C gamma	A vs. B&C gamma
Have you ever heard of Philadelphia: Let's Stop Domestic Violence?	33.1% (296)	50.0% (148)	44.0% (445)	.206 $p = .023$.256 $p < .000$
Have you ever heard of Women Against Abuse?	83.4% (296)	89.3% (149)	84.2% (444)	.229 $p = .065$.078 $p = .430$
Have you ever heard of Women in Transition?	48.5% (297)	55.0% (149)	57.2% (446)	.027 $p = .766$.162 $p = .021$
Have you ever heard of Lutheran Settlement House?	30.7% (293)	31.5% (149)	28.6% (447)	.049 $p = .616$	-.032 $p = .679$
Have you ever heard of Congreso de Latinos Unidos Domestic Violence Program?	16.8% (298)	19.5% (149)	19.8% (449)	.028 $p = .809$.099 $p = .276$
Have you heard of Women's Way?	47.5% (299)	58.4% (149)	49.4% (445)	.194 $p = .030$.084 $p = .237$
Have you ever heard of the Philadelphia Protection League?	19.6% (296)	23.3% (150)	19.1% (445)	.120 $p = .282$	-.018 $p = .840$

Every agency name had a trend in the right direction with the immediate Blitz wave showing a higher level of recall than the average of the other waves. That trend was statistically significant for two of the agencies, Women's Way and Philadelphia: Let's Stop Domestic Violence!, and close-to-significant for a third, Women Against Abuse. However the optimistic interpretation of these results is tempered a bit by the finding that a non-existent organization, Philadelphia Protection League, also showed a non-significant, but consistent trend, and Women's Way, which was one of two with a significant effect, is not one of the agencies given much publicity around the event.

However, overall, the consistent pattern across both the exposure measures and the recall of name measures suggests that there was an immediate positive effect of the Campaign activities. (Below we deal with alternative interpretations of these results, different from the conclusion that the Blitz had an effect.)

The next question is whether that pattern of increased exposure to messages had any staying power. Did respondents continue to recall such exposure increases in the months following the Blitz, or did the extra recall disappear immediately? Tables 8.1-8.2 present those results in their final columns, which compare the August wave with all of the subsequent waves. Here the pattern has to be described much less optimistically. Of the eight general exposure measures, six go in the right direction, but none are even close to statistically significant. People do not continue to recall extra exposure to Campaign channels once the immediate Blitz effects disappear. The recognition of agency names evidence is more optimistic, with two of the agencies focused on domestic violence, again Philadelphia: Let's Stop Domestic Violence! and Women in Transition, showing a continuing positive significant effect. None of the other agency names show any meaningful trend.

8.5.3 CONCLUSIONS ABOUT EXPOSURE EFFECTS

Viewed individually, these variables measuring exposure to domestic violence organizations and activities provide ambiguous evidence that the Market Street Blitz was noticed by the population. Although about a third of the variables were statistically significant, trend-line graphs moderate these findings. Where we have longer term data about fluctuations over the course of the campaign, the graphs suggest that each of the individual changes at the time of the Blitz may parallel others that occurred over the two-year period.

However, when the variables are considered as a set including measures newly introduced for the evaluation of Blitz effects, and focused on the period surrounding the Blitz, interesting and somewhat different implications can be drawn. Of the eight variables that served as measures of exposure, all are characterized by a rise in positive responses at the time of the Blitz, although in some cases this trend was minimal. Similarly all seven agency name recall items show a similar trend, again with some conforming minimally.

The constancy of this pattern is telling. If responses from the time of the Blitz were a result of chance variation, one could expect the percent changes in response to be negative as frequently as they are positive, but this is not the case. Repeatedly, at the time of the Blitz, positive responses occur. We noted, previously, that this pattern is not explained by chance sample differences, and that our review of newspaper coverage suggested that there was no other important event occurring simultaneously which could account for these changes. We find it a little difficult to understand why the largest changes occur for exposure channels which did not receive much emphasis, but for the moment prefer to give the Blitz the benefit of the doubt. We conclude that there was probably some enhanced sense of broader exposure to domestic violence messages immediately after the Blitz.

While we think that there was an immediate positive blip in recall, clearly it was not maintained, and it was not large. Thus, the magnitude and staying power of the effects are surely less than the Fund would have hoped for. One possible implication of small and evanescent changes in exposure is that even if the Blitz was noticed by the population, that the event was not of sufficient magnitude to substantively alter the general population of Philadelphia. We would be surprised to find effects on belief or behavior outcomes, the issue we turn to next.

8.6 WAS THE OCTOBER CAMPAIGN ASSOCIATED WITH POSITIVE OUTCOMES?

Twenty-one outcome variables were examined. We organize them into four broad groupings:

1. We look at a set of outcomes that indicate the respondent's engagement with the issue of domestic violence, one step beyond just exposure to mediated channels. We include conversations with others about the issue, exposure to comments by a religious leader, and a variety of specific actions linked to participation in the domestic violence movement.
2. Next we report about how often respondents see others becoming involved with the domestic violence movement.
3. Then, we turn to a series of cognitive measures, related to perceived importance of domestic violence, concerns about its consequences, and endorsement of actions to resolve the problem.
4. Finally, respondents indicate the extent to which they have personally taken actions, or would take action, if they were aware of a domestic violence incident.

Before looking at the specific results we should note that the content of the Blitz messages did not necessarily match many of these measured outcomes directly. The measures had been chosen for their relevance to the longer term objectives of the Campaign and not just to respond to Blitz messages. The major Blitz messages focused on awareness and general condemnation ("There's no excuse for domestic violence") rather than on specific behavioral recommendations. At best, there was a subtle modeling of the idea of speaking out on the posters. Thus, we look across all of these beliefs not because each one was addressed specifically by the Blitz. Rather, if the Blitz had an effect on these other outcomes, it would have been because the awareness and condemnation messages activated a broader range of pre-existing beliefs and perceptions opposed to domestic violence. Thus seeing a message that "there is no excuse for domestic violence" might remind someone that the issue was important, or increase recall or awareness that others were taking action, or focus attention on the need to address the problem of domestic violence. We would then see a corresponding rise in the report of such beliefs or perceptions.

Outcome variables were analyzed by the same procedures as were used to examine the exposure variables; by looking at trend-line graphs, changes in response proportions, and by significance tests. Again, two significance tests were applied to each variable. As with the exposure variables, one was used to detect a short-term effect of the Market Street Blitz, and the other a longer lasting impact.

8.6.1 OUTCOMES: PERSONAL INVOLVEMENT WITH ISSUES OF DOMESTIC VIOLENCE

Table 8.4 presents this first set of results. There were eight variables that were included in this category of involvement with the issue of domestic violence.

TABLE 8.4: Outcome Variables, Personal Involvement with Issues of Domestic Violence; 8/98 – 12/98

	A 8/98	B Early 10/98	C Late 10/98-12/98	B vs. A&C gamma	A vs. B&C gamma
In the past year; has the leader of your religious community talked publicly about the problem of domestic violence?	35.1% (259)	41.5% (130)	39.3% (389)	.075 p=.409	.081 p=.254
Had conversation with friends or coworkers about domestic violence in the last moth?	29.3% (300)	36.0% (150)	32.7% (449)	.103 p=.280	.098 p=.196
In the past twelve months have you attended demonstrations or rallies about domestic violence?	1.7% (300)	6.7% (150)	2.9% (449)	.487 p=.045	.404 p=.044
In the past twelve months have you volunteered with a local program that helps reduce domestic violence?	2.3% (300)	4.0% (150)	4.2% (450)	.074 p=.758	.291 p=.125
In the past twelve months have you donated money to an organization concerned about domestic violence?	8.3% (300)	20.1% (149)	14.5% (447)	.296 p=.022	.352 p=.001
In the past twelve months have you displayed an anti-domestic violence message?	5.0% (299)	14.0% (150)	9.4% (449)	.327 p=.035	.380 p=.002
In the past twelve months have you participated in a workplace program on domestic violence?	6.3% (300)	10.7% (150)	7.3% (449)	.231 p=.167	.137 p=.304
In the past twelve months have you discussed domestic violence with your friends or coworkers?	55.0% (300)	57.3% (150)	58.2% (450)	.005 p=.955	.059 p=.407

In every case there was an upward shift at the wave immediately after the Campaign, with three of those shifts significant at the $p < .05$ level. Respondents were significantly more likely to claim to have attended a rally, to have donated money, and to have displayed an anti-domestic violence message over the past 12 months if they were asked immediately after the Blitz, than if they were asked in the month before or in the three month period after the Blitz.

This pattern of immediate change was reinforced when sustained change was examined. All eight comparisons showed a higher rate of involvement post-Blitz than in August, with three of those comparisons statistically significant at the $p < .05$ level. Once again attending rallies, donating money, and displaying an anti-domestic violence message were all significantly higher in the three months after the Blitz than they were in August.

Thus far we have evidence consistent with a Blitz effect on involvement with the issue of domestic violence. Previously we made a case that this is not explained by sample differences across waves, or as an effect of coincidental activities. However, there is an additional concern. Is it possible that these results reflect not a post-Blitz jump, but a

pre-Blitz depression? Was August a particularly low month for reported involvement with domestic violence, with the post-Blitz months merely a bounce back to customary levels?

For seven of the eight measures we have data going back to the baseline. They are displayed in Appendix 2, Figures 1.2, and 3.1, 3.3-3.7. For this discussion we focus on the three measures which showed significant Blitz effects in Table 8.4. For Figure 3.3, the immediate post-Blitz wave (20.1%) provides the highest single claim of donations of any wave, and while the August wave is lower than average (8.3%), it is comparable to many other measurement waves. The late October, November and December waves are also, on average, higher than the August wave but the average masks a sharp drop in late October with higher scores in November and December. This pattern is repeated closely in Figure 3.4, concerning the display of anti-domestic violence messages, with the immediate post-Blitz round higher than any other since the start of data collection. Once again August is low but comparable to other low waves, while late October shows a drop before a November, December bounce back. Figure 3.5, concerning attending rallies, repeats the first part of this pattern, with the early October wave as high as any previous wave, with August low but comparable to previous waves, and with a post-Blitz drop in October but that has no bounce back. This analysis leaves us a bit more confident that the immediate post-Blitz jump is credible, not merely an artifact of an unusually low August measure but a bit more skeptical about the sustained character of the change.

8.6.2 OUTCOMES: PERCEPTION OF OTHERS' INVOLVEMENT WITH DOMESTIC VIOLENCE

There were five measures that addressed the perception of others' involvement with domestic violence (donating money, volunteering, displaying a message, attending a rally, distributing brochures); each was parallel to a measure about the respondent's personal involvement with the issue. The questions are displayed in the first column of Table 8.5.

TABLE 8.5: Outcome Variables, Perception of Others' Involvement with Domestic Violence; baseline – 12/98

	A 8/98	B Early 10/98	C Late 10/98-12/98	B vs. A&C gamma	A vs. B&C gamma
As far as you know, has anyone you know personally donated money to an organization that is working to end domestic violence?	12.3% (300)	24.0% (150)	16.4% (450)	.296 p=.013	.237 p=.012
As far as you know, has anyone you know personally volunteered for an organization that is working to end domestic violence?	12.7% (300)	20.0% (150)	14.4% (450)	.225 p=.075	.134 p=.176
As far as you know, has anyone you know personally displayed an anti-domestic violence message?	14.7% (300)	23.3% (150)	17.1% (450)	.219 p=.060	.143 p=.125
As far as you know, has anyone you know attended rallies or demonstrations about domestic violence?	9.0% (300)	16.0% (150)	12.7% (450)	.210 p=.125	.223 p=.039
As far as you know, has anyone you know distributed brochures about domestic violence?	14.7% (300)	24.0% (150)	16.9% (450)	.248 p=.033	.144 p=.122

In all five cases, there is a roughly parallel pattern: a sharp jump between August and the October measures immediately after the Blitz, and then a decline for the following three months. Averaging across the five behaviors, 12.7% claimed they knew someone who engaged in these behaviors in August; that had increased to 21.5% by early October, while it declined to 15.5% in the subsequent three measurement waves. Two of the short term differences were significant at $p < .05$ and the three others at $p < .125$.

The evidence displayed in Table 8.5 is consistent with a claim of a short-term effect. We are more skeptical about a claim that the effects were sustained. While it is true that the late October through December average response is higher than the August response, the difference is quite small. When it appears to be significant as in the cases of donations and in attending rallies, this seems largely a reflection of the inclusion of the data from early October in the combined comparison. Thus, we are willing to claim a short-term effect on these perceptions, but not a sustained effect. This perception that there was a short-term effect, at least, is reinforced when one examines the full trend lines for each of these perceived actions. Figures 8.1 through 8.5 in the appendix display these results. The early October, 1998 wave shows the highest level of perceived behavior by others achieved over all the survey waves for all five of these behaviors.

The effect seems real enough; what is a little more difficult is the interpretation. The results are roughly parallel to the effects reported for individuals reporting on their own behavior, so in that sense they are consistent. But in both cases it is not likely that respondents were reporting on true increases in their own behavior or in knowing people who engaged in these behaviors. Since the reference period in each of the question is the previous 12 months, there would not have been such a sharp decline after the early October wave if, in fact, so many more people had actually undertaken these behaviors in October. Also, we know from conversations with the active domestic violence institutions in the community that the numbers who have contributed to domestic violence agencies or attended rallies or took other such actions did not increase by the magnitude of respondents' claims during the periods studied. Thus what is to be made of these claims?

We assume that these responses, while they are literally about behavior and perceived behavior of others, are really about social norms. They are what respondents think are the 'right' answers. While that damages any claims to effects if we take the questions as literal reports, this interpretation is consistent with a claim of a successful program if we recall that its messages were all about awareness and condemnation of domestic violence. These are goals which focus on social norms; if people increasingly believe that support for the anti-domestic violence movement is the 'right' thing, they are moving towards the objectives of the program. We assume then that these findings are consistent with a short-term effect on social norms, but one that was not sustained past the few days of the Blitz.

8.6.3 OUTCOMES: CONCERNS ABOUT DOMESTIC VIOLENCE AND BELIEFS ABOUT ITS BAD CONSEQUENCES.

We assume that the Blitz's explicit message was that people ought to be concerned about domestic violence: the complementary implicit messages were that domestic violence is a serious problem, that it has bad consequences, and that there are actions which can be taken to resolve the problem, and in particular that people have a responsibility to act and speak out on the issue. Table 6 presents a set of measures that in one way or another capture these themes.

TABLE 8.6: Outcome Variables, Concerns about Domestic Violence and Beliefs about its Bad Consequences; baseline – 12/98

	A 8/98	B Early 10/98	C Late 10/98-12/98	B vs. A&C gamma	A vs. B&C gamma
On a scale of one to ten, how would you rate the problem of men physically abusing their wives or girlfriends? Recode: 1-7= 0 'low importance' 8-10= 1 'high importance'	72.4% (297)	74.3% (148)	76.4% (445)	-.012 p=.904	.091 p=.265
When men physically abuse their wives or girlfriends, how likely are the women to be badly injured? Recode: 1&2= 0 'never/sometimes' 3&4= 1 'often/always'	81.2% (293)	76.5% (149)	79.9% (438)	-.116 p=.298	-.069 p=.441
How likely are children of abused women to experience psychological problems? Recode: 1&2= 0 'never/sometimes' 3&4= 1 'often/always'	88.5% (295)	83.1% (148)	91.0% (444)	-.292 p=.039	.027 p=.809
I don't really know what I can do to reduce domestic violence in my community. Recode: 1-3= 1 'agree' 4&5= 0 'disagree'	55.1% (296)	60.7% (145)	54.5% (444)	.122 p=.182	-.019 p=.786
If more people talked openly about domestic violence, the problem would be easier to solve. Recode: 1-3= 1 'agree' 4&5= 0 'disagree'	70.4% (297)	80.4% (148)	78.9% (445)	.143 p=.175	.233 p=.005
Do you think that employers should play a major role, a minor role, or no role at all in addressing domestic violence? Recode: 2&3= 0 'minor/no role' 1= 1 'major role'	33.0% (288)	41.7% (144)	40.7% (432)	.067 p=.494	.156 p=.011

The first question asks, “On a scale of one to ten, how would you rate the problem of men physically abusing their wives or girlfriends?” where one is “no importance.” This question reflects the populations’ beliefs about the importance of the problem and it serves as a measure of the social norm. The essential result is that most everyone believes, or knows they should say, that the problem is important. Over the July, 1996 through December, 1998 period the mean response to this question was between 7.9 and 8.8. As is apparent from Figure 5.1 in the Appendix, there was no particular pattern to the variation in this question over time. In Table 8.6 we look at the immediate comparison of the months around the Blitz, examining the proportion of respondents who gave an importance ranking of 7 or more. About three-quarters of the respondents gave it a ‘high’ level of importance, and that did not change during the Blitz.

The next two questions ask about harm, the likely physical harm that domestic violence does to victims and the psychological harm it does to children. The proportions that declare that each group is often or always harmed in these ways are very high throughout the evaluation, around 80% for victims and close to 90% for children. However again we see no evidence of an incremental positive effect on these perceptions during the time of the Blitz; indeed there appeared to be a short-term decline for the perceptions of effects on children, which we are not able to interpret.

The next three questions in Table 8.6 all deal with actions that might be taken: a belief that the respondent knows what to do about domestic violence, the idea that more open talk would help the problem, and that employers should play a major role in addressing the problem. There was no evidence for effects on people's feeling that they did not know what to do, but the other two questions showed some evidence for a positive effect when the pre-Blitz wave (August) was compared with all of the post-Blitz waves. There was a 10% rise in the belief that more open talk would help, and a 7% rise in the belief that employers should take a major role. Figure 5.4, 5.6, and 5.7 in the Appendix present these data for the entire Campaign period. The smoothed lines in Figures 5.4 and 5.7 suggest that the final months of the Campaign were associated with a rise in beliefs in the value of open talk and the employer's role. However the actual data points suggest that there is a good deal of up and down variation, and that we cannot be sure that the pattern of the last few months is anything unusual.

In the end, this set of results is much less convincing about the presence of any sort of Blitz effect than were the results in the previous tables. There isn't a consistent enough pattern, and the long-term trend data suggest more ambiguity than the results from the shorter term comparisons in Table 8.6.

8.6.4 OUTCOMES: INTENTIONS TO TAKE ACTION

Respondents who did not have a recent experience with a case of domestic violence were asked what they would do if they encountered one. A possible outcome of exposure to the Blitz messages would be a greater willingness to take action if confronted by such an episode. Table 8.7 reports on the proportion of sample respondents who thought themselves likely or very likely to take each of four actions, including talking to the abuser or the victim, consulting with others or seeking advice from domestic violence programs.

TABLE 8.7: Outcome Variables, Intentions to Take Action; baseline – 12/98

	A 8/98	B Early 10/98	C Late 10/98-12/98	B vs. A&C gamma	A vs. B&C gamma
If you suspected abuse, how likely would you be to talk to the man about his physically abusing the woman? Recode: 1-3= 0 'unlikely' 4&5= 1 'likely'	44.8% (223)	45.0% (109)	43.4% (316)	.020 p=.851	-.022 p=.793
If you suspected abuse, how likely would you be to talk to the woman about the physical abuse? Recode: 1-3= 0 'unlikely' 4&5= 1 'likely'	70.0% (223)	66.1% (109)	69.9% (316)	-.089 p=.432	-.024 p=.790
If you suspected abuse, how likely would you be to seek advice from local domestic violence programs about what to do? Recode: 1-3= 0 'unlikely' 4&5= 1 'likely'	51.6% (223)	59.6% (109)	47.5% (316)	.209 p=.045	-.020 p=.812
If you suspected abuse, how likely would you be to consult with other people you know to try to decide what to do? Recode: 1-3= 0 'unlikely' 4&5= 1 'likely'	57.0% (223)	59.6% (109)	60.4% (316)	.013 p=.902	.068 p=.421

A goodly number of the respondents declared they would do each of these things (from a low of 45% who would talk to the abuser to a high of nearly 70% who would talk to the victim). However, only one variable showed a pattern of short-term change consistent with Blitz influence: the intention to seek advice from a domestic violence agency. Almost 60% said they would do it in the period immediately after the Blitz, compared to around 50% in the periods before and longer afterwards. However, an examination of Figure 9.3 in the Appendix suggests that this effect is not interpretable. The smoothed line suggests that there was really no pattern of change overall, and that the high level for early October was not unusual; the existing up-down pattern had shown a similar high level several times previously.

Two other questions are also presented in Table 8.7; both have to do with the respondent's belief that he or she could speak with an abusive male friend or an abused female friend. Neither shows any tendency for a Blitz-associated increase. Once again, there is little evidence from these outcomes of any effects of the Blitz.

8.7 CONCLUSIONS

The Blitz shows some evidence of having gained the immediate attention of the audience, and for the period immediately after the Blitz was associated with a consistent pattern of increases in respondents' claims that they were involved with and knew others who were involved with the problem of domestic violence. These effects are particularly telling for the period immediately after the Blitz, with less evidence that they were sustained even for the subsequent three months. In addition, when we turn to evidence for effects on beliefs about the importance of the problem, on the need to take action, or on intentions to act in individual cases that respondents might encounter, the evidence for effects is much less consistent. While there are a couple of intriguing exceptions, overall we cannot claim there were any effects for these outcomes. The most optimistic claims are then that, despite getting minimal free media attention and relying on limited doses of radio and outdoor advertising, the Blitz was noticed and did create a small stir for the domestic violence movement. However, even if the stir was created, it was not long-lived, and did not show effects on more substantial outcomes. As we discussed in the first summary chapter, it turns out to be quite difficult to create a stir that is sustained and that affects the population more than momentarily.

CHAPTER 9. PROTECTION FROM ABUSE ORDERS

From the beginning of the study we intended to complement the survey-based measures with other measures. Survey measures have many strengths. With them we were able to explore a wide set of possible belief and behavioral responses. However they had two weaknesses. On the one hand, if the Campaign were successful, there was a risk that people might report more politically correct attitudes over time and claim more anti-domestic violence behavior, even if they actually had not changed what they thought or did. We wanted a measure that would be less sensitive to changes in social desirability. Secondly, our survey samples did not include measures of domestic abuse, which was the ultimate outcome of the program.¹ Of course, the model of the project assumed that the effects of the Campaign on abuse would be slow to appear. The immediate targets of the Campaign was social norms and actions of non-abusers, who would only subsequently affect the abusers and their victims. On the other hand, we thought that it was necessary to have some ‘harder’ measure of abuse, particularly if the Campaign was to be maintained over an extended time. Those curious about the effects of the intervention would surely want to know about its eventual effects on the frequency of abusive behavior. Given the lack of effects presented in the previous chapters, we were not optimistic that such ultimate outcome would be affected. Nonetheless, we present the results of this study here.

It turned out to be quite difficult to obtain such proxy measures of domestic abuse. Neither of our first choices, hospital emergency room records, nor police call records could provide sound measures from which to determine the overall shape and prevalence of intimate partner abuse over time. We were able to locate one proxy measure for prevalence: the granting of Protection From Abuse (PFA) orders through the court system of the city of Philadelphia. Philadelphia has worked hard to develop a special office to ease the securing of PFAs, and this office and its director (Peggy Sweeney) were very cooperative in providing PFA data. Figure 9.1 tracks the monthly total number of petitions from January 1993 through December 1998.

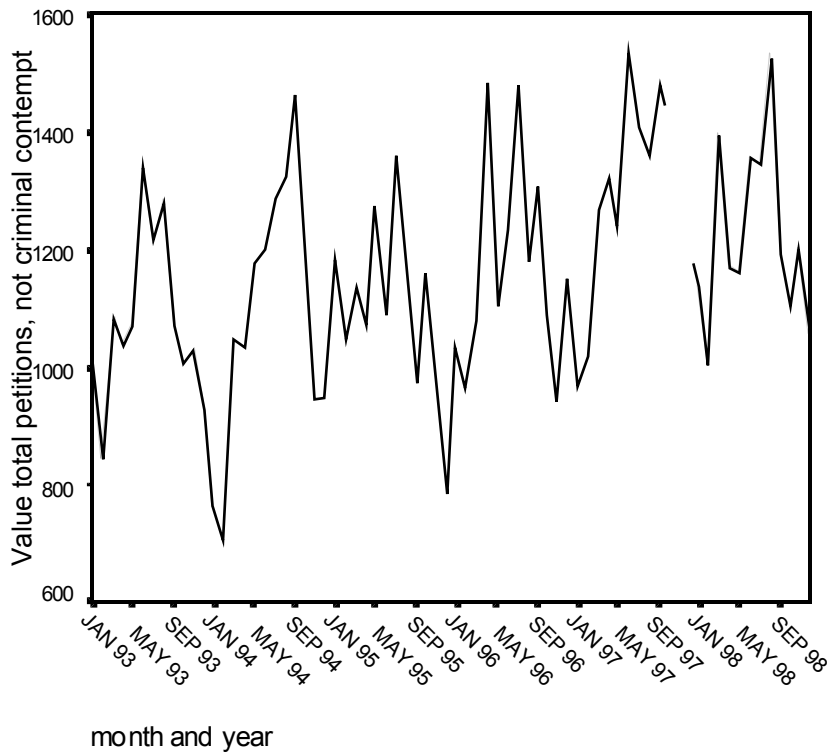
9.1 RESULTS

There is no evidence for a Campaign associated effect, not a surprising result given the previous patterns of evidence. However, three points are particularly noteworthy about the figure.

First, the overall number of petitions is very high, with an average, over the five year period of 1153. Just in 1998, the average monthly total was 1220. One should keep in mind that the process of getting a Protection From Abuse order is demanding in terms of time, and represents going public as being a victim of domestic violence. The high numbers of petitions are surely only a small proportion of the actual domestic violence incidents. They attest to the high rates of domestic violence in the city.

¹ Our monthly or even annual samples were too small to detect changes in domestic abuse (even were we able to get reliable reports from phone interviews). Abuse occurs only among a small proportion of the population in any short time period (like a year). We would not have had the statistical power to detect even large changes in levels of abuse through the surveys.

Figure 9.1. Monthly number of petitions from January 1993 through December 1998.



The second noteworthy feature in the figure is the gradual upward trend over the five years. The relationship between incidents of abuse and Protection From Abuse orders -- in other words, what leads an individual in an abusive situation to seek a protection order -- is uncertain. Rather than conclude that domestic violence on the whole is on the increase, we assume that the use of Protection From Abuse orders is changing.

The contact person from whom we got the monthly totals suggested that the upswing is the result of people overall learning how to use protection orders more effectively. The third feature of interest is the apparent seasonal pattern for the petitions, with a high point in the summer and a low point in the winter.

Again, while this evidence does not directly show results relating to the Philadelphia Project, the data are striking for themselves.

APPENDIX I. FREQUENCIES

Table I. Sample demographics (all waves)

Demographic	Category of response	Percent of sample	Valid cases
Gender	Male	32.7	3550
	Female	67.3	
Age	18-24	11.1	3529
	25-34	21.5	
	35-49	30.4	
	50-64	18.8	
	65+	18.1	
Race	White	54	3507
	African-American	37.2	
	Hispanic/Latino	4	
	Asian	1.7	
	Native American	1.1	
	Other	2.1	
Education	Less than high school	10.9	3535
	High school	38.2	
	Some college	25.8	
	College or more	25.1	
Household income	Under \$10K	14.1	3052
	\$10K to \$20K	19.3	
	\$20K to \$30K	19.6	
	\$30K to \$40K	16.3	
	\$40K to \$50K	10.4	
	\$50K to \$75K	12.7	
	\$75L to \$100K	4.8	
	More than \$100K	2.8	
Domestic status	Married/living with a partner	44.5	3529
	Divorced/separated	14.9	
	Widowed	12.2	
	Single	28.5	
Employment	Employed outside the home	61.5	3535
Attend religious services	Regularly	38.6	3539
	Occasionally	32.7	
	Rarely	14.5	
	Never	14.2	
Involved in neighborhood activities?	Yes	27.6	3538
	No	72.4	

Table 2. Media use (all waves)

Medium	Average	Standard deviation	Valid cases
Hours of TV watched per day	3.17	2.38	3544
Hours of radio listened to per day	2.79	3.02	3541
Days per week watched local TV news	4.78	2.11	3550
Days per week watched national TV news	3.67	2.43	3226
Days per week read the Philadelphia Inquirer	2.05	2.62	3550
Days per week read the Philadelphia Daily News	1.68	2.28	3550
Days per week read the Philadelphia Tribune	.11	.37	3541
Days per week watch TV talk shows	1.36	1.89	3550

Table 3. Experience with domestic violence (all waves)

Experience with abuse	Percent saying yes	Standard deviation	Valid cases
Ever known a man or woman involved in abuse	51	50	3512
Knew a woman abused in the past year	29	45	3528
Ever been abused by a husband or boyfriend (only women asked)	24	42	2356
Mother abused	16	37	3502
Ever sought help from a domestic violence program (only women ever abused)	27	45	492

Table 4. Exposure to domestic violence channels and programs

Channels and programs	Percent saying yes	Standard deviation	Valid cases
Ever heard of a telephone number to get DV information?	69	46	3497
Religious leader talked publicly about DV in past year?	45	50	2850
Seen brochure about domestic violence in past year?	53	50	3513
Workplace distributed domestic violence in past year?	28	45	2131
Remember seeing any TV ads on domestic violence in past year?	78	41	3431
Heard in past month about special domestic violence programs at workplaces?	22	42	897
Heard radio ads about domestic violence in past month?	34	47	896
Seen outdoor advertising about domestic violence in past month?	44	50	898
Received brochures about domestic violence in past month?	12	32	898
Seen or heard news about people taking action against domestic violence in past month?	24	43	897

(first five items – all waves; second five items 8/97-12/98)

Table 5. Exposure to domestic violence organizations

Organizations	Percent saying yes	Standard deviation	Valid cases
Ever heard of Women Against Abuse?	85	35	3511
Ever heard of Women in Transition?	55	50	3510
Ever heard of Lutheran Settlement House?	29	45	3506
Ever heard of Philadelphia Protection League?	23	42	3491
Ever heard of Congreso de Latinos Unidos?	18	39	3515
Ever heard of Women's Way?	48	50	3499
Ever heard of "Philadelphia Let's Stop Domestic Violence"	42	50	2270

(first six items-all waves; last item 8/97-12/98)

Table 6. Mobilization and general behavior relating to domestic violence

Behaviors	Percent saying yes	Standard deviation	Valid cases
Discussed domestic violence with friends or co-workers in the past year	58	49	3542
Watched any TV shows which addressed domestic violence in the past year	73	44	3487
Donated money to an organization concerned about domestic violence in the past year	13	33	3533
Displayed an anti-domestic violence message in the past year	7	26	3544
Attended rally about domestic violence in past year	4	19	3547
Volunteered with a local program that helps reduce domestic violence	4	20	3548
Participated in a workplace program on domestic violence in past year	7	25	3546
Had conversations with friends or coworkers about domestic violence in the past month	32	47	899

(first seven items – all waves; last item 8/97-12/98)

Table 7. Explanations why domestic violence happens (all waves)

Explanations	Mean*	Standard deviation	Valid cases
People accept violence toward women as normal	3.47	1.50	3488
A man's inability to control anger or frustration	4.31	1.11	3515
A man having been abused as a child	3.93	1.32	3462
A man's friends accept his aggressive behavior toward women	3.71	1.35	3485
A man's desire to control women	4.33	1.08	3510
A man having seen his mother abused when he was growing up	3.97	1.30	3449
People don't offer to help abused women	3.75	1.29	3475

*1-5 Scale, where 1=Minor role and 5=Major role, as causes of domestic violence.

Table 8. General beliefs about domestic violence (all waves)

Beliefs	Mean	Standard deviation	Valid cases
Importance of domestic violence *	8.32	2.22	3501
Likelihood that an abused women will be badly injured **	3.20	.81	3469
Likelihood that children of abused women will have psychological problems **	3.52	.73	3513
Employers should take an active role in addressing domestic violence ***	1.82	.72	3385
Counseling helps battered women improve their lives ****	4.20	1.05	3460
I don't know what I can do to help reduce domestic violence ****	3.36	1.40	3497
Domestic violence would be easier to solve if people talked more openly about it ****	4.18	1.15	3514
Courts treat domestic violence as a serious crime ****	2.99	1.46	3392

* 1-10 Scale: 1=Not important and 10=Most important

** 1-4 Scale, where 1= Almost never and 4=Almost always

*** Percent saying that employers should take a major role

**** 1-5 Scale, where 1=Strongly disagree and 5=Strongly agree

Table 9. Beliefs about talking to a woman friend thought to be abused

Beliefs	Mean*	Standard deviation	Valid cases
I think I would be able to talk to a woman friend who I thought was being abused about her situation	4.19	1.19	3530
If I asked a women friend who I thought was being abused about her situation, it would hurt our friendship	2.58	1.42	3095
Talking to an abused woman friend will help her improve her situation	3.67	1.26	3498
If I talked to an abused woman friend about her situation, most people would think I was doing the right thing	4.01	1.18	3096

* 1-5 Scale, where 1=Strongly disagree and 5=Strongly agree

(first, third items – all waves; second and fourth items 1/97-12/98)

Table 10. Beliefs about talking to a male friend thought to be an abuser (all waves)

Beliefs	Mean*	Standard deviation	Valid cases
I think I would be able to say something to a male friend who I thought was abusing his wife or girlfriend	3.41	1.50	3517
If I spoke to a male friend about his abusive behavior, it would hurt our friendship	3.17	1.46	3057
If I spoke to a male friend about his abusive behavior, it would help protect his wife from more abuse	2.91	1.42	3062
A lot of people would think I was crazy if I started asking a male friend about his abusive behavior	3.13	1.47	3481

*1-5 Scale, where 1=Strongly disagree and 5=Strongly agree
(first and fourth items – all waves; third and fourth items 1/97-12/98)

Table 11. Actions taken by anyone known personally by respondents (all waves)

Actions taken by others	Percent saying yes	Standard deviation	Valid cases
Donated money to an organization working to end domestic violence	15	36	3459
Volunteered for an organization that is working to end domestic violence	14	34	3503
Displayed an anti-domestic violence message	16	37	3521
Attended rallies about domestic violence	11	32	3508
Distributed any brochures about domestic violence	15	36	3513

Table 12. Intended behaviors in a hypothetical situation of domestic violence involving people fairly close to the respondent (all waves)

Behavioral intentions	Mean*	Standard deviation	Valid cases
Likelihood of talking to the man about his physically abusing the woman	3.13	1.65	2536
Likelihood of talking to the woman about the physical abuse	4.07	1.36	2536
Likelihood of seeking advice from local domestic violence programs about what to do	3.35	1.59	2531
Likelihood of consulting with other people you know to try to decide what to do	3.55	1.54	2530

* 1-5 Scale, where 1=Very unlikely and 5=Very likely

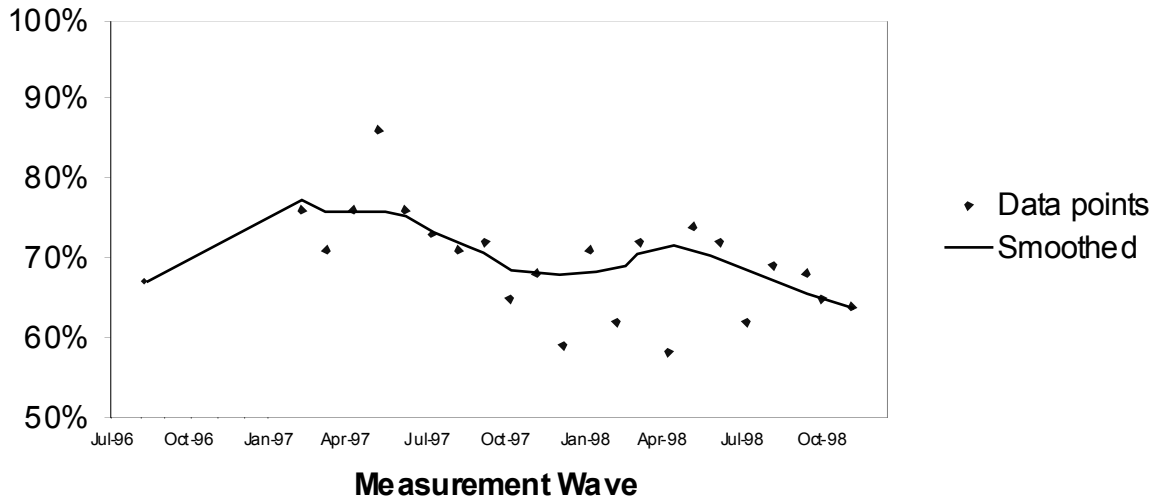
Table 13. Actions taken by respondents in response to a known or suspected case of domestic violence in the past year (all waves)

Actions taken	Percent saying yes	Standard deviation	Valid cases
Talked to the man about his physically abusing the woman	29	45	1012
Talked to the woman about the physical abuse	72	45	1013
Sought advice from local domestic violence programs about what to do	19	39	1009
Consulted with other people to try to decide what to do	58	49	1011
Called 911 or the police	37	48	362
Directly intervened during the incident	37	48	358

APPENDIX 2. TRENDS IN EXPOSURE AND OUTCOME VARIABLES

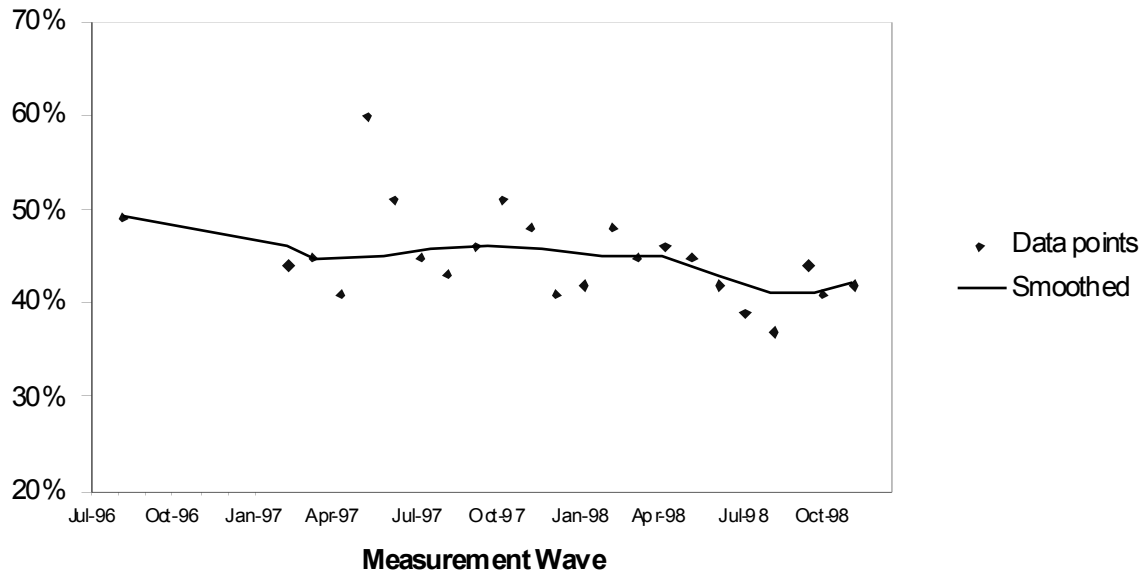
I. EXPOSURE TO DOMESTIC VIOLENCE CHANNELS AND PROGRAMS

I.1. Ever heard of a telephone number to get domestic violence information?



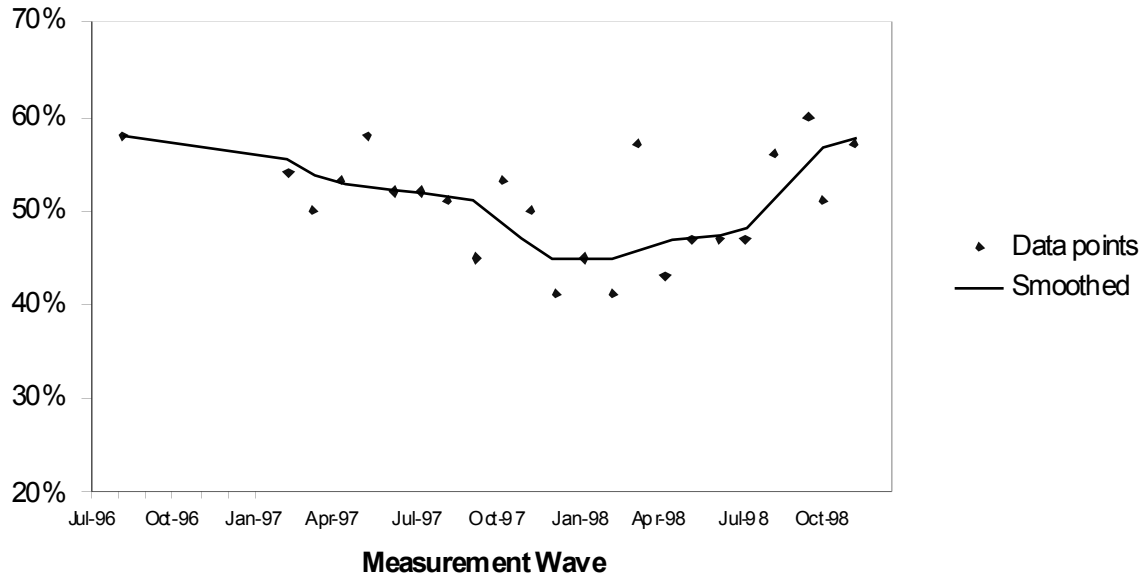
Note: Percent answering yes (N per month ranges from 95-389).

I.2. Religious leader talked publicly about domestic violence in past year?



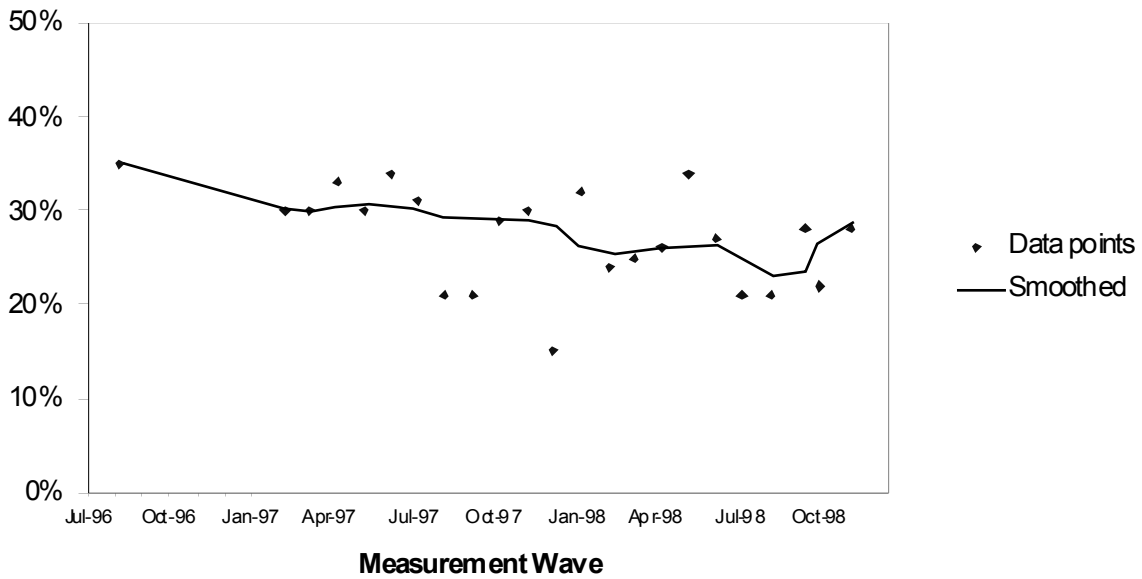
Note: Percent answering yes (N per month ranges from 69-306).

I.3. Seen brochure about domestic violence in past year?



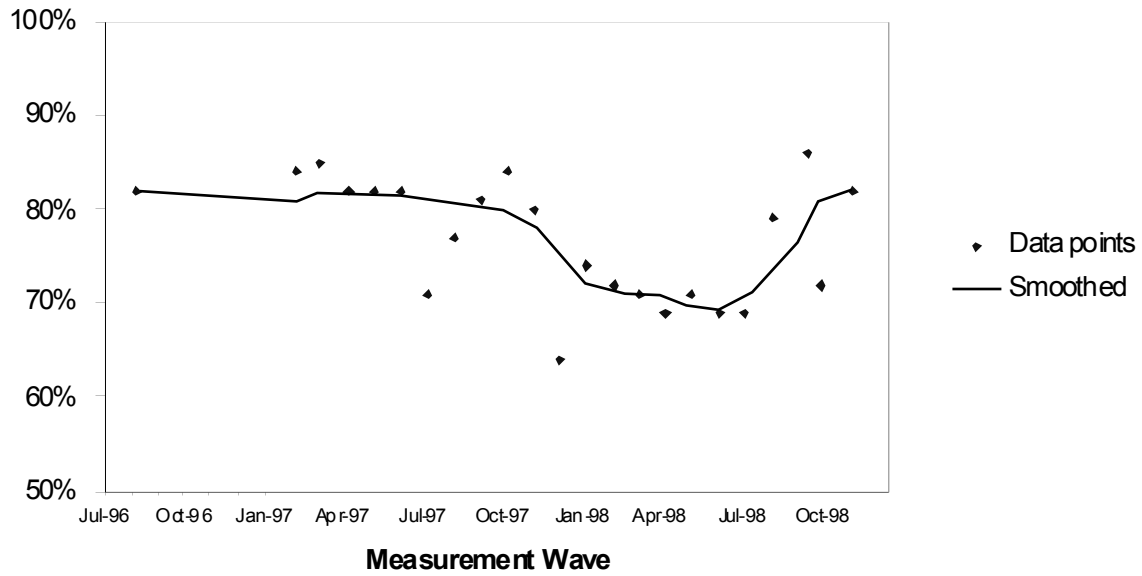
Note: Percent answering yes (N per month ranges from 97-398).

I.4. Workplace distributed domestic violence information in past year?



Note: Percent answering yes (N per month ranges from 51-249).

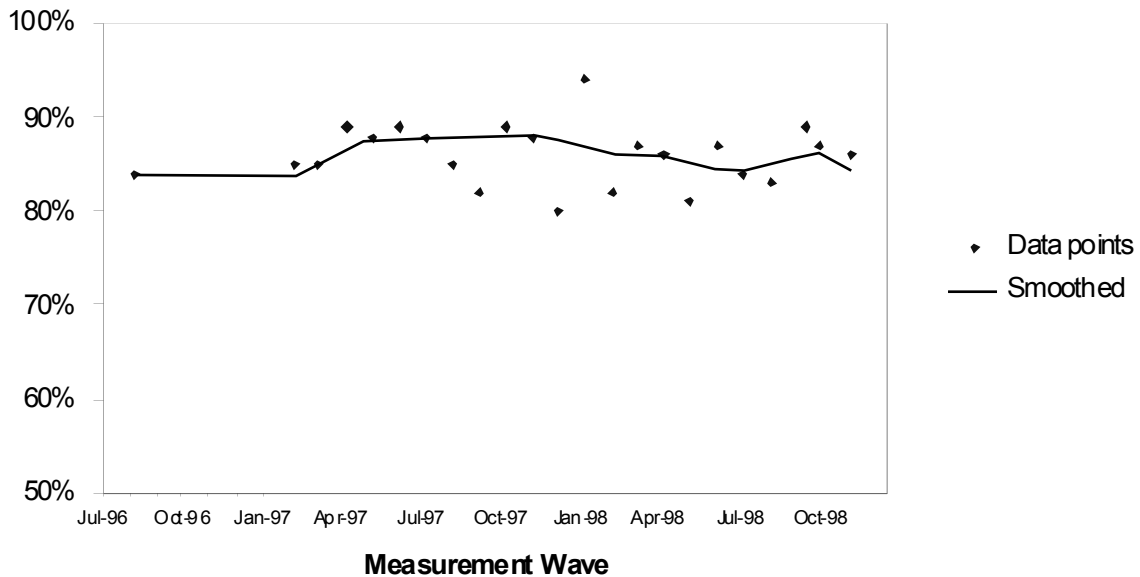
1.5. Remember seeing any TV ads on domestic violence in past year?



Note: Percent answering yes (N per month ranges from 93-390).

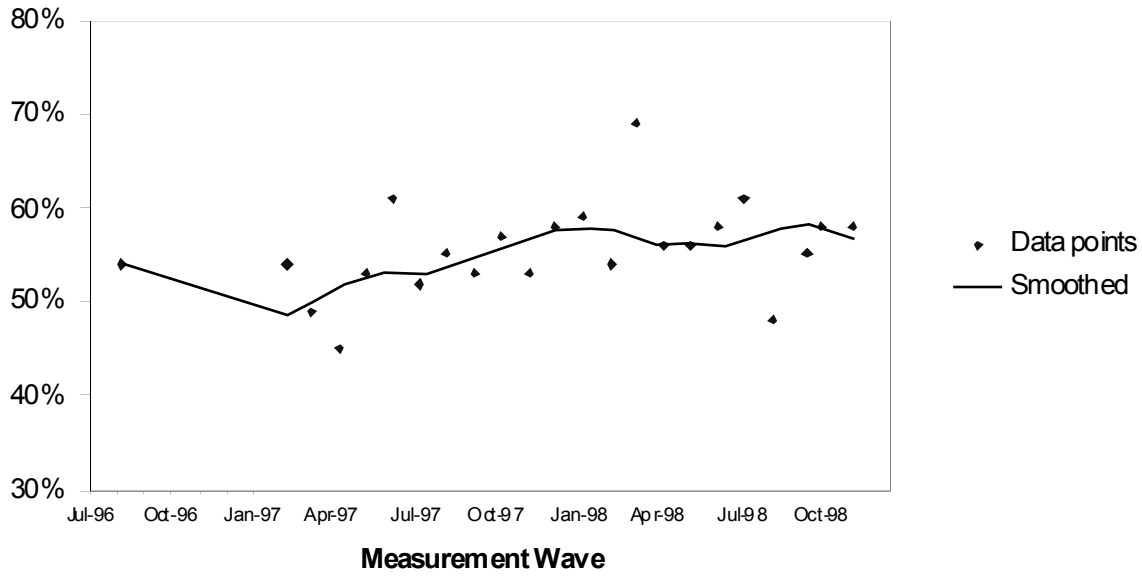
2. EXPOSURE TO DOMESTIC VIOLENCE ORGANIZATIONS

2.1. Ever heard of Women Against Abuse?



Note: Percent answering yes (N per month ranges from 98-394).

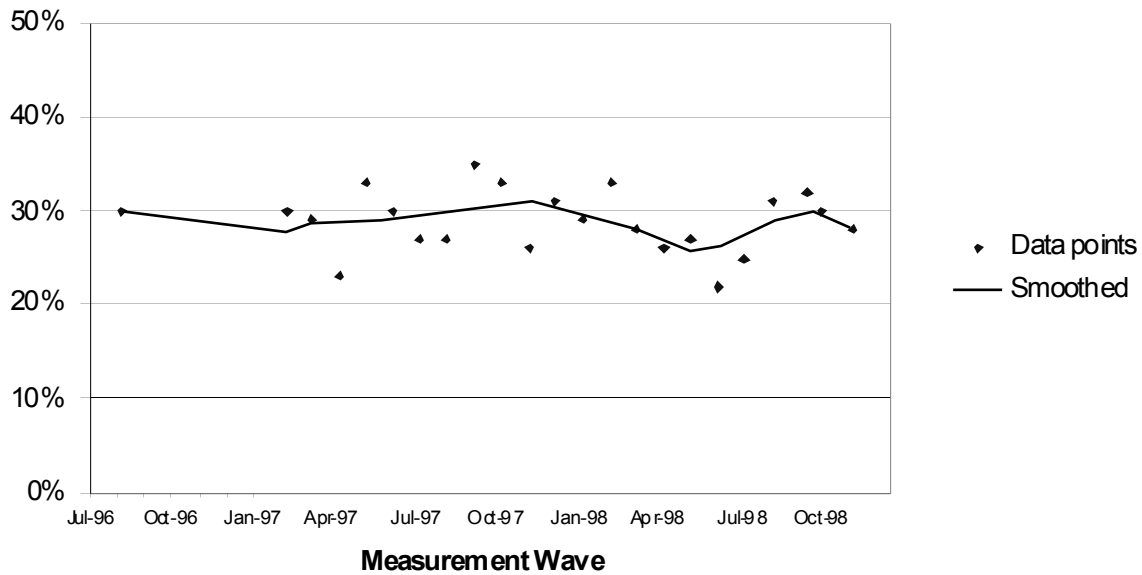
2.2. Ever heard of Women in Transition?



Note:

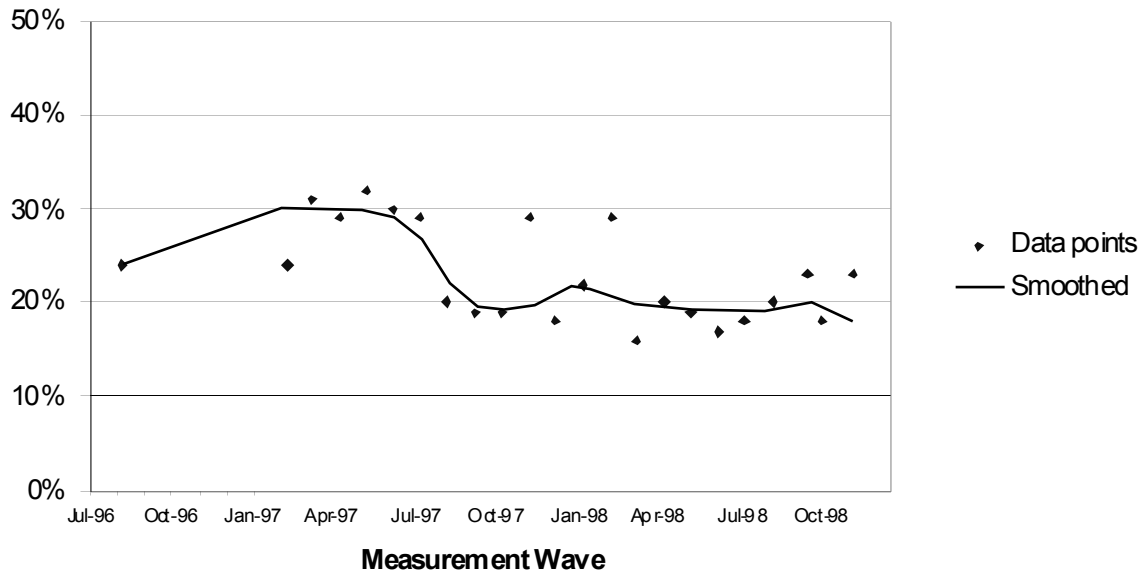
Percent answering yes (N per month ranges from 98-388).

2.3. Ever heard of Lutheran Settlement House?



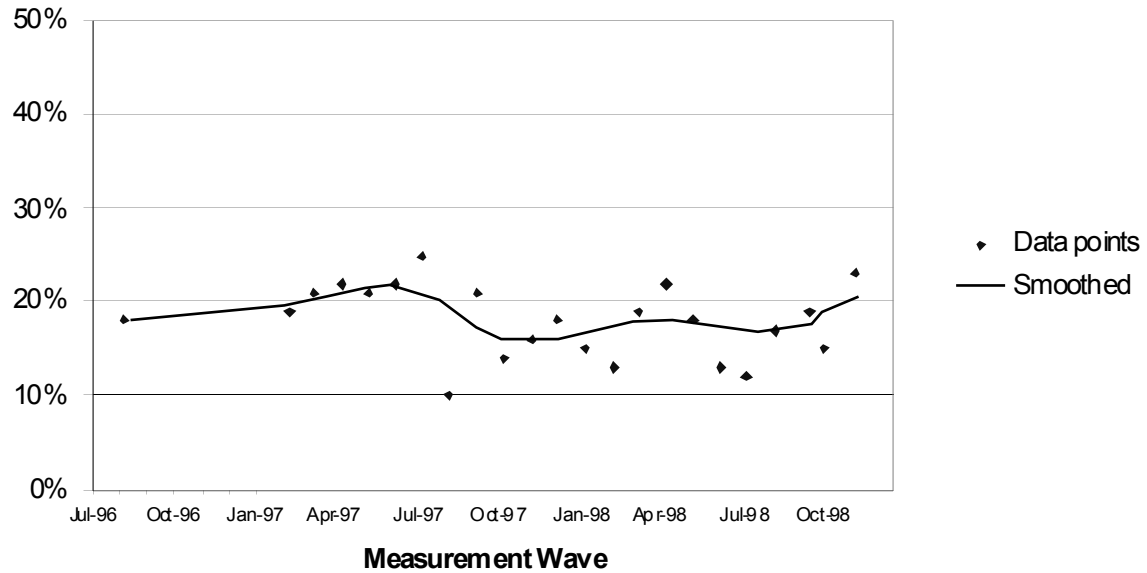
Note: Percent answering yes (N per month ranges from 98-391).

2.4 Ever heard of Philadelphia Protection League?



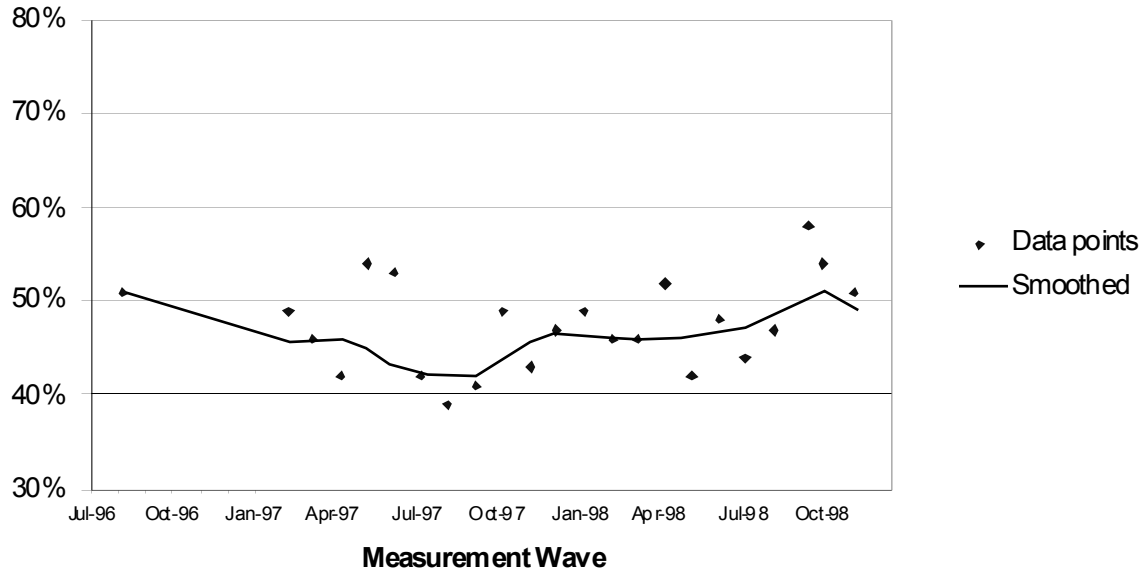
Note: Percent answering yes (N per month ranges from 96-385).

2.4. Ever heard of Congress Latinos Unidos?



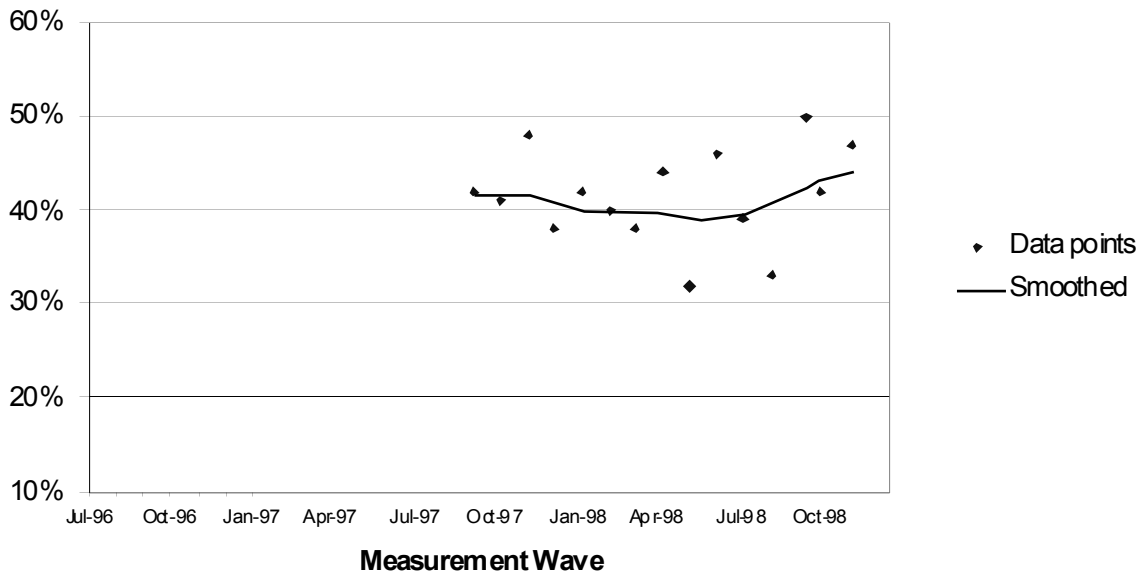
Note: Percent answering yes (N per month ranges from 96-392).

2.5. Ever heard of Women's Way?



Note: Percent answering yes (N per month ranges from 96-395).

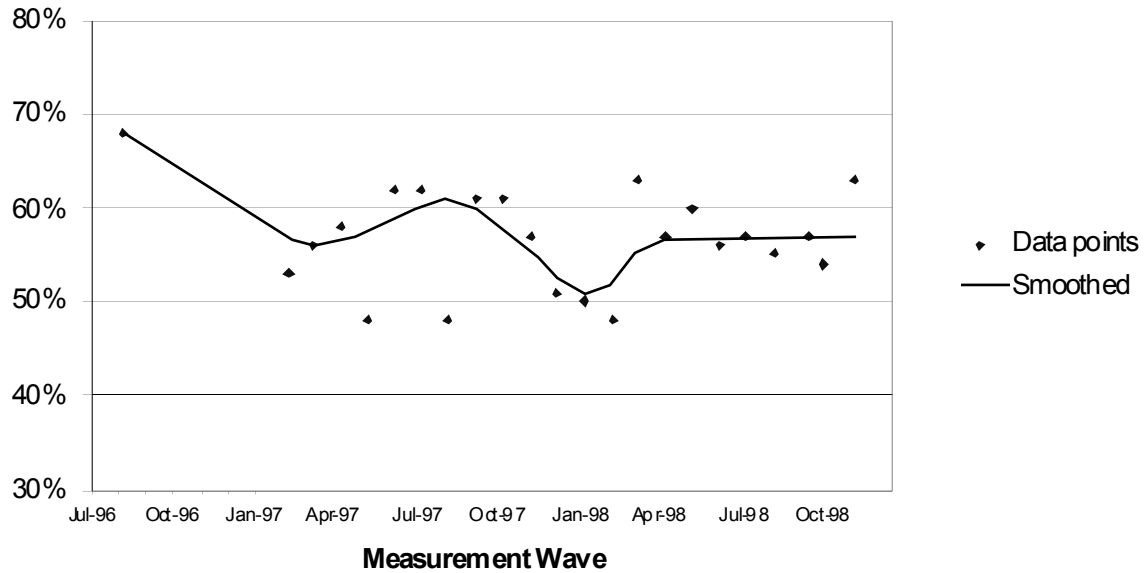
2.6. Ever heard of "Philadelphia: Let's Stop Domestic Violence!"?



Note: Percent answering yes (N per month ranges from 98-296).

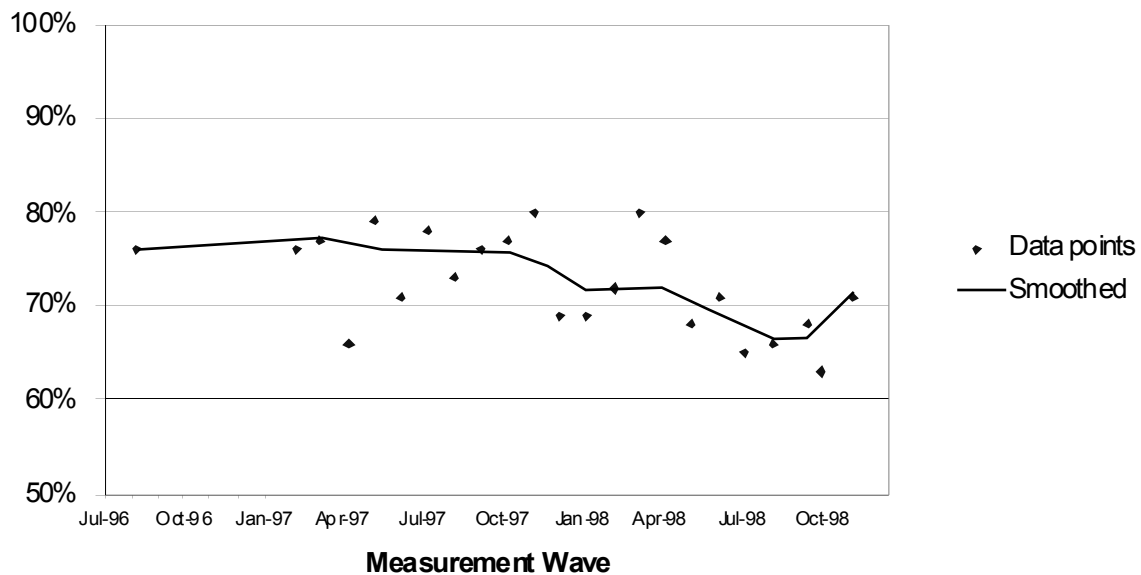
3. MOBILIZATION AND GENERAL BEHAVIOR RELATING TO DOMESTIC VIOLENCE

3.1. Discussed domestic violence with friends or co-workers in the past year



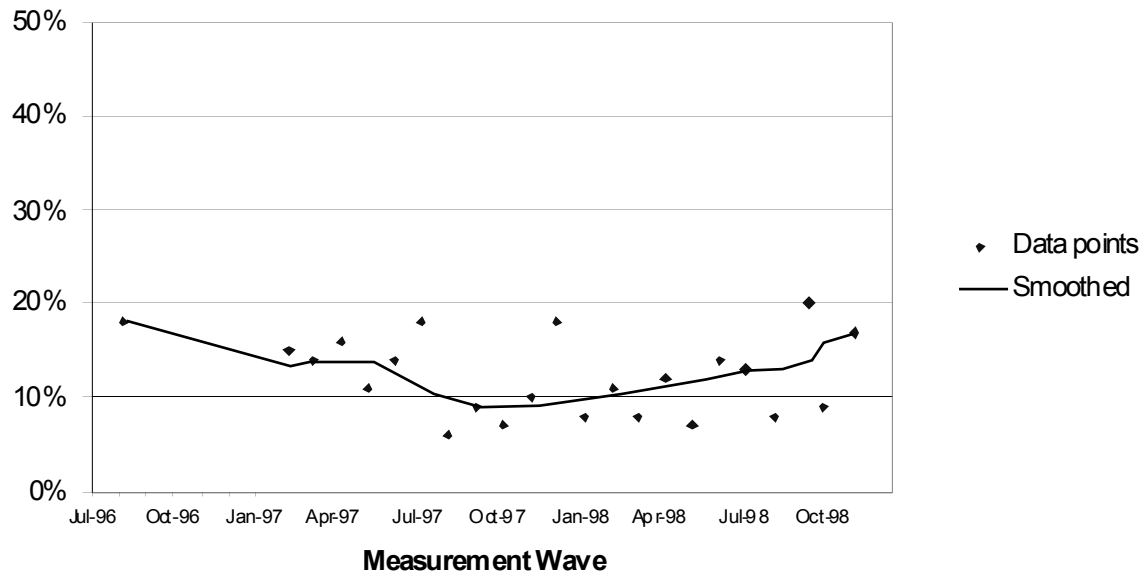
Note: Percent answering yes (N per month ranges from 99-399).

3.2. Watched any TV shows which addressed domestic violence in the past year



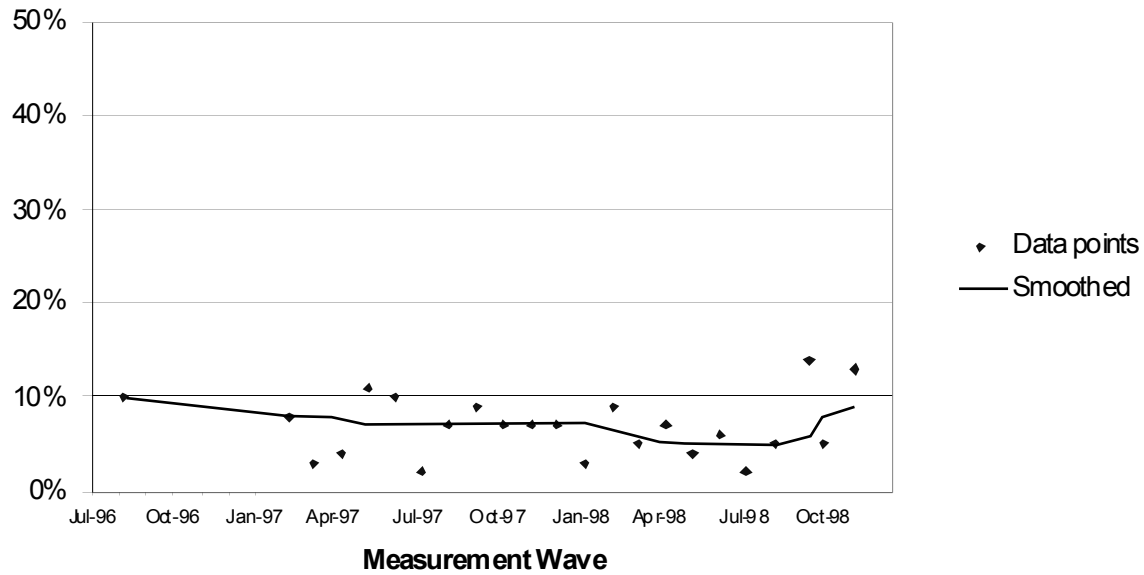
Note: Percent answering yes (N per month ranges from 94-395).

3.3. Donated money to an organization concerned about domestic violence in the past year



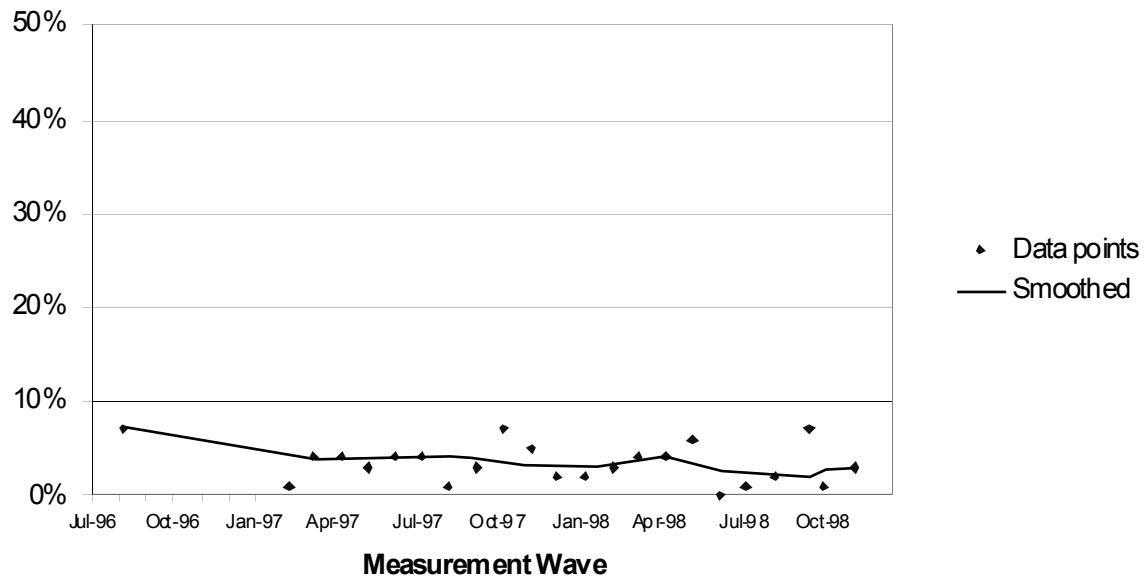
Note: Percent answering yes (N per month ranges from 99-400).

3.4. Displayed an anti-domestic violence message in the past year



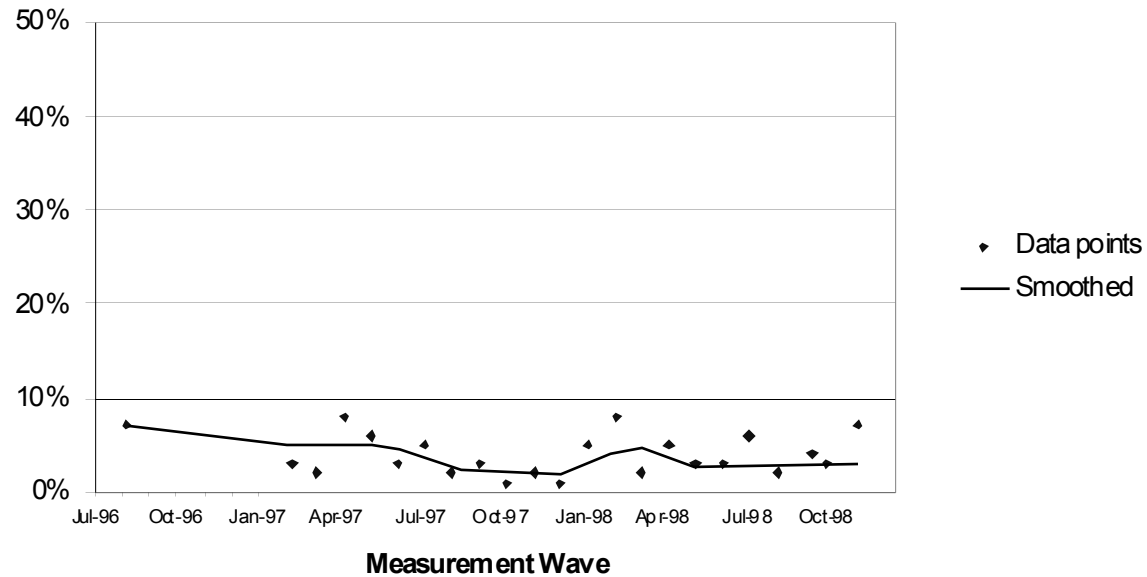
Note: Percent answering yes (N per month ranges from 98-399).

3.5. Attended rally about domestic violence in past year



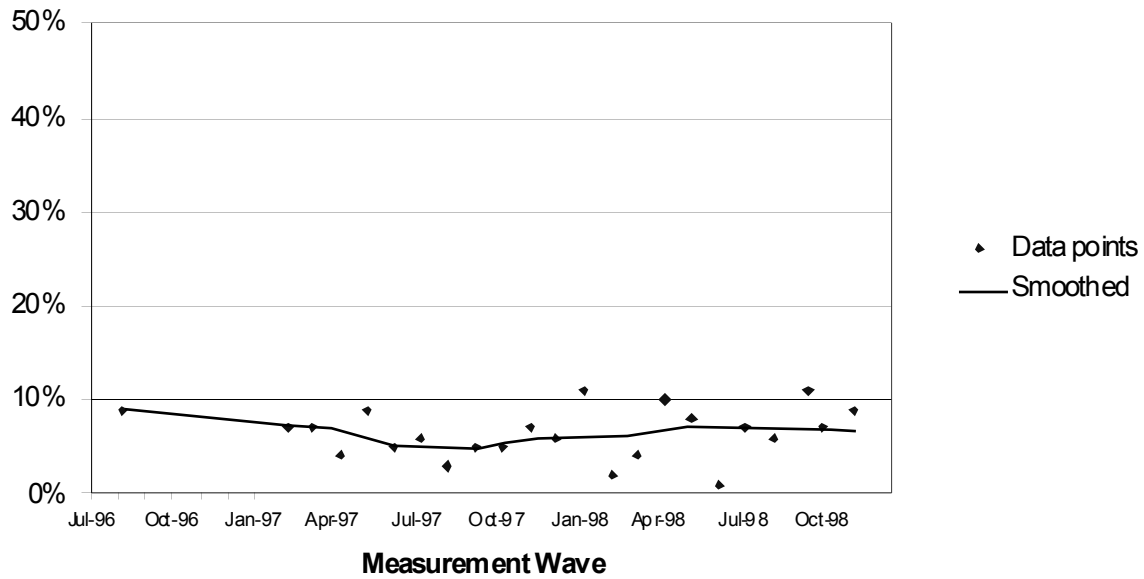
Note: Percent answering yes (N per month ranges from 100-400).

3.6. Volunteered with a local program that helps reduce domestic violence



Note: Percent answering yes (N per month ranges from 99-400).

3.7. Participated in a workplace program on domestic violence in past year

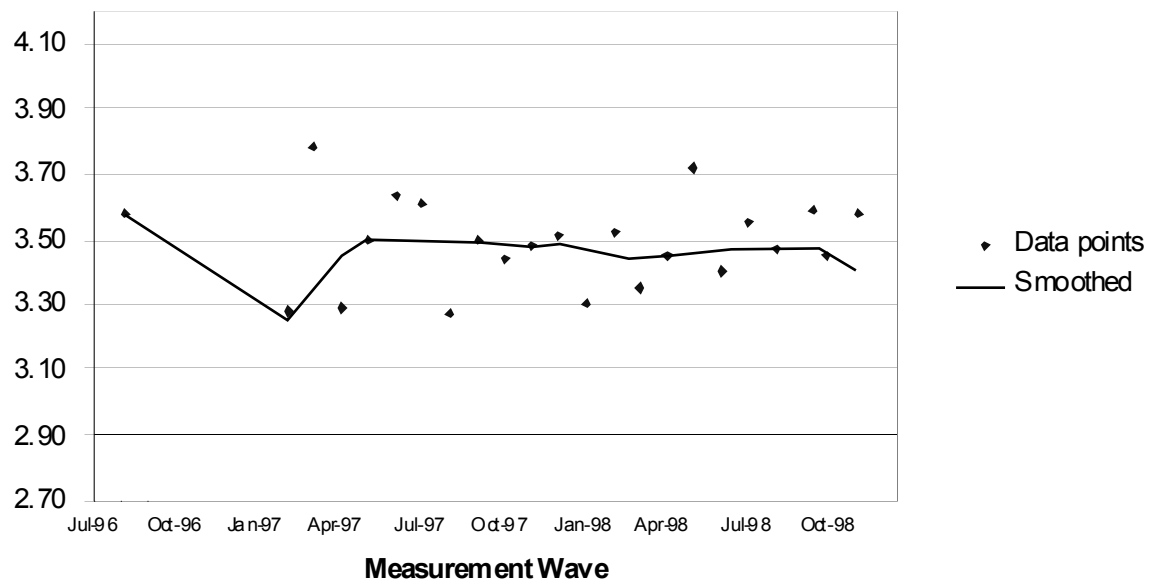


Note: Percent answering yes (N per month ranges from 99-400).

3.8. Had conversations with friends or coworkers about domestic violence in the past month

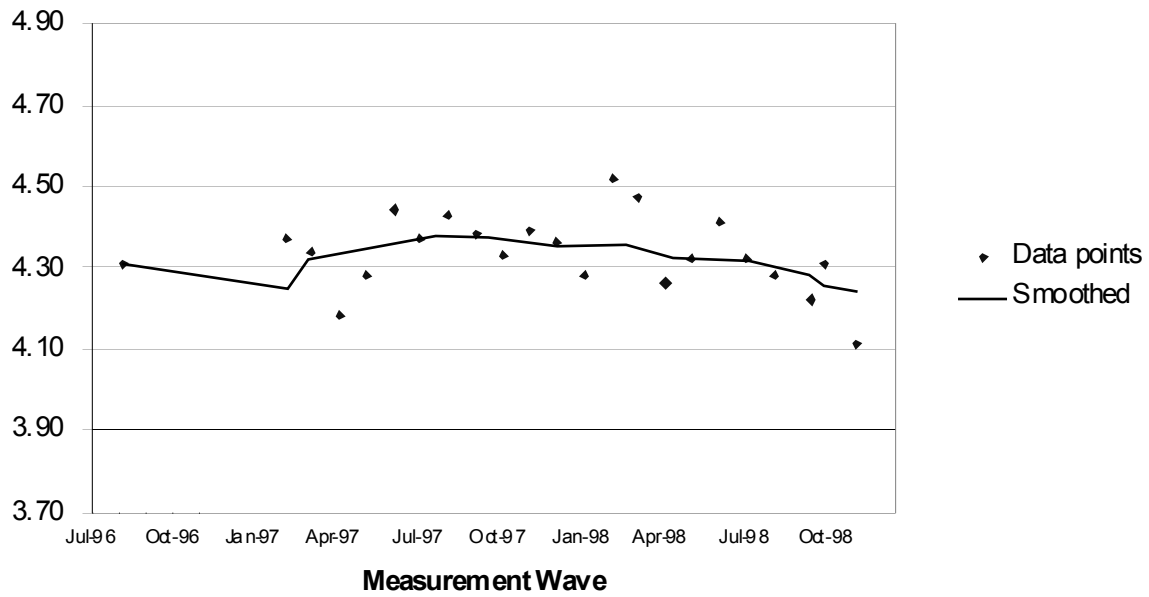
4. EXPLANATIONS WHY DOMESTIC VIOLENCE HAPPENS

4.1. People accept violence toward women as normal



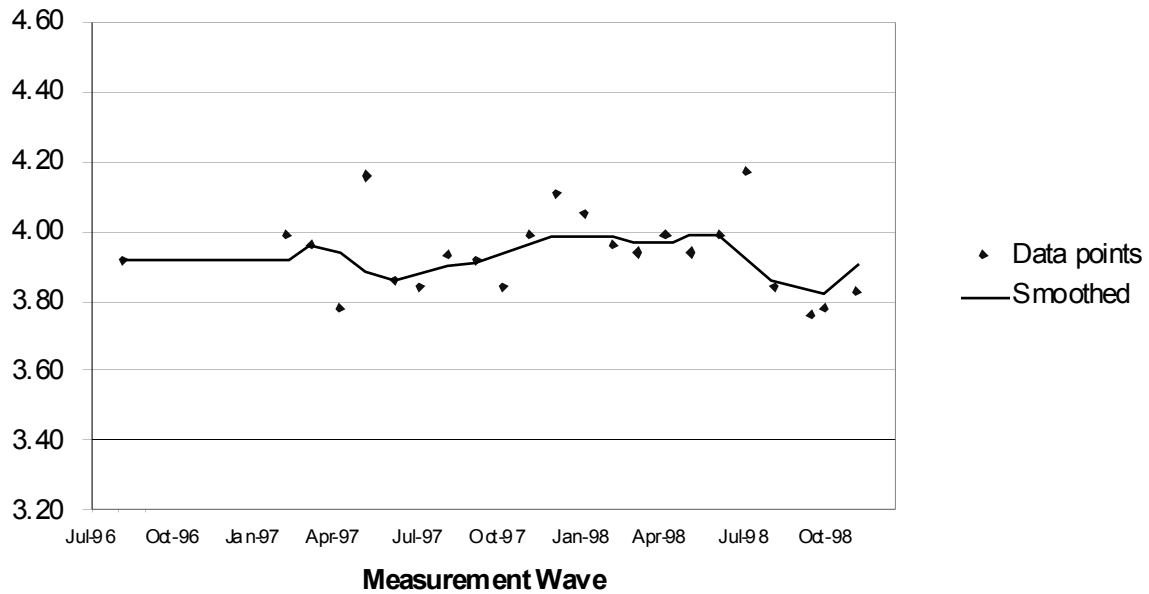
Note: 1-5 Scale, where 1=Strongly disagree and 5=Strongly agree (N per month ranges from 96-393).

4.2. A man's inability to control anger or frustration



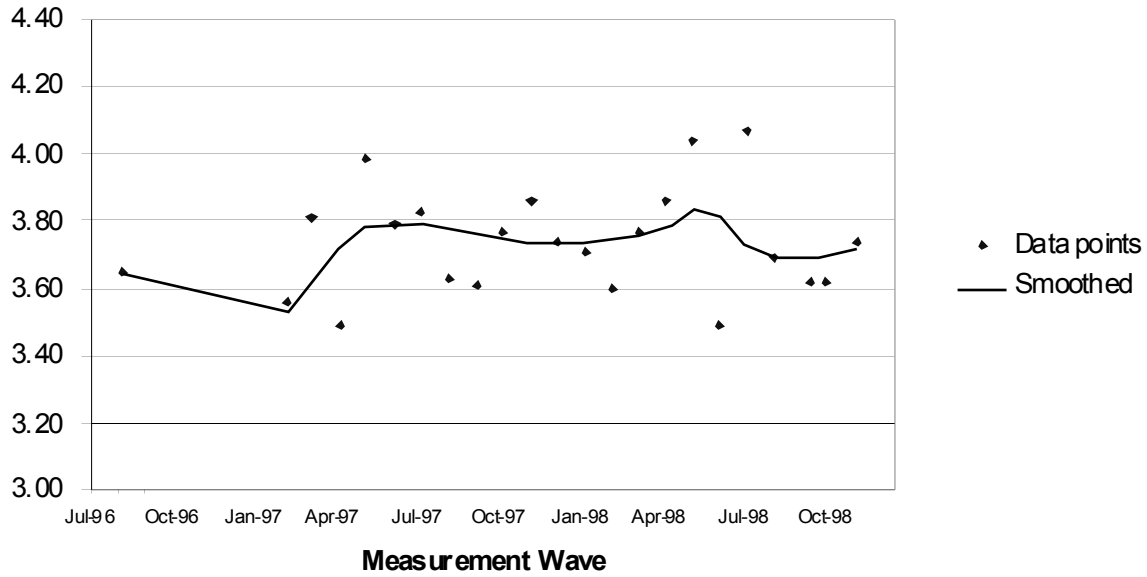
Note: 1-5 Scale, where 1=Strongly disagree and 5=Strongly agree (N per month ranges from 98-397).

4.3. A man having been abused as a child



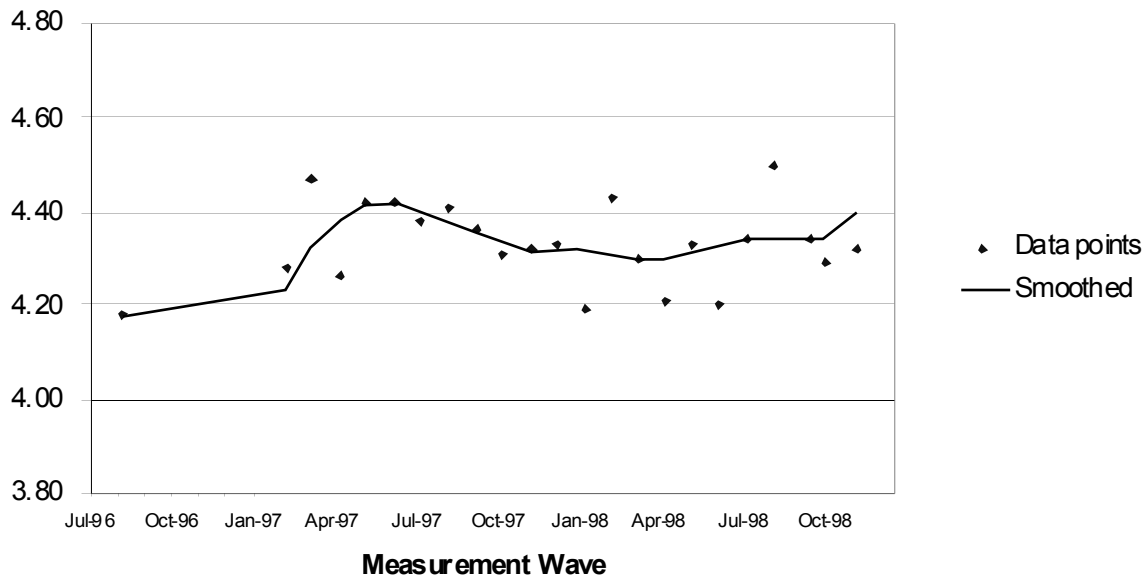
Note: 1-5 Scale, where 1=Strongly disagree and 5=Strongly agree (N per month ranges from 95-394).

4.4. A man's friends accept his aggressive behavior toward women



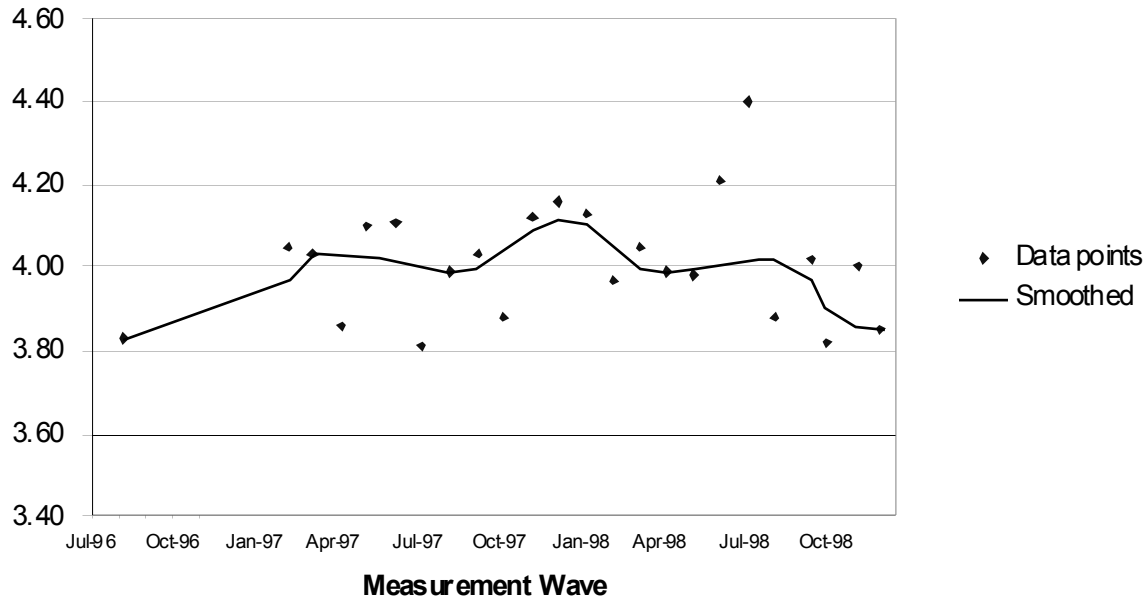
Note: 1-5 Scale, where 1=Strongly disagree and 5=Strongly agree (N per month ranges from 93-394).

4.5. A man's desire to control women



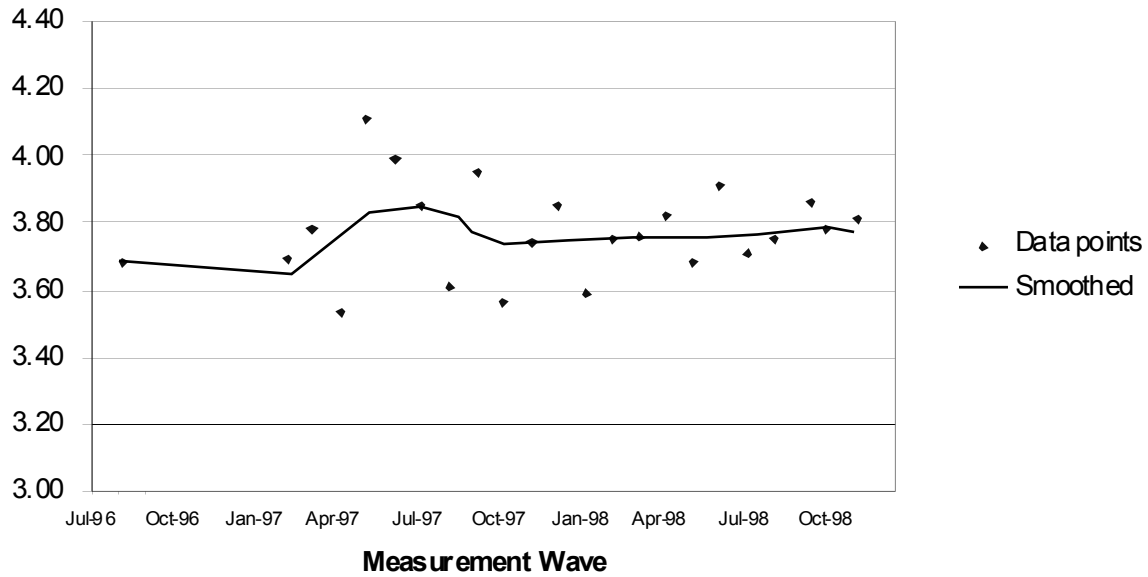
Note: 1-5 Scale, where 1=Strongly disagree and 5=Strongly agree (N per month ranges from 96-396).

4.6. A man having seen his mother abused when he was growing up



Note: 1-5 Scale, where 1=Strongly disagree and 5=Strongly agree (N per month ranges from 92-389).

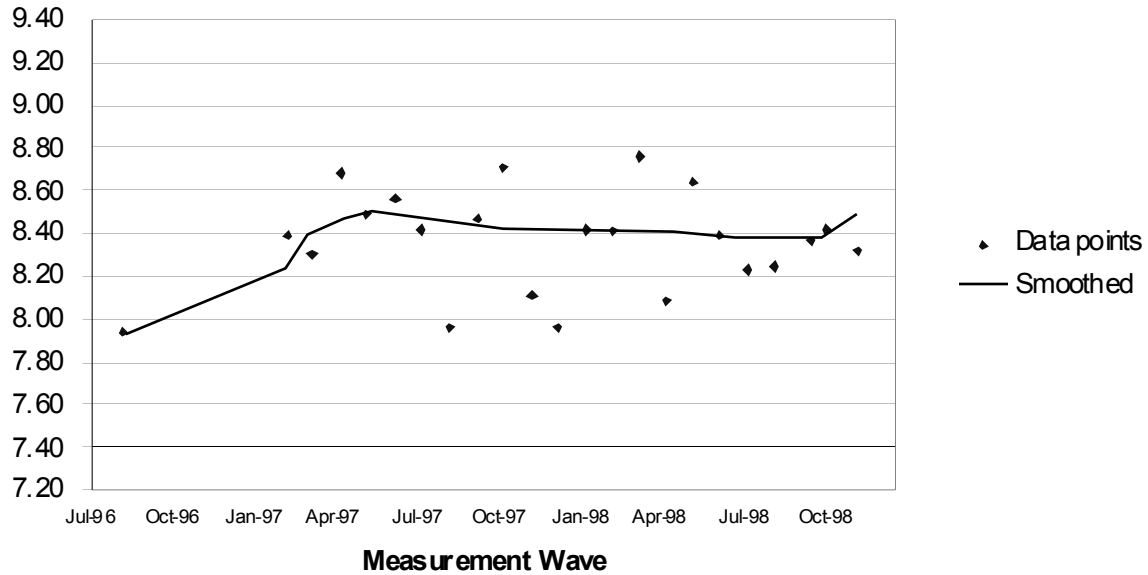
4.7. People don't offer to help abused women



Note: 1-5 Scale, where 1=Strongly disagree and 5=Strongly agree (N per month ranges from 95-390).

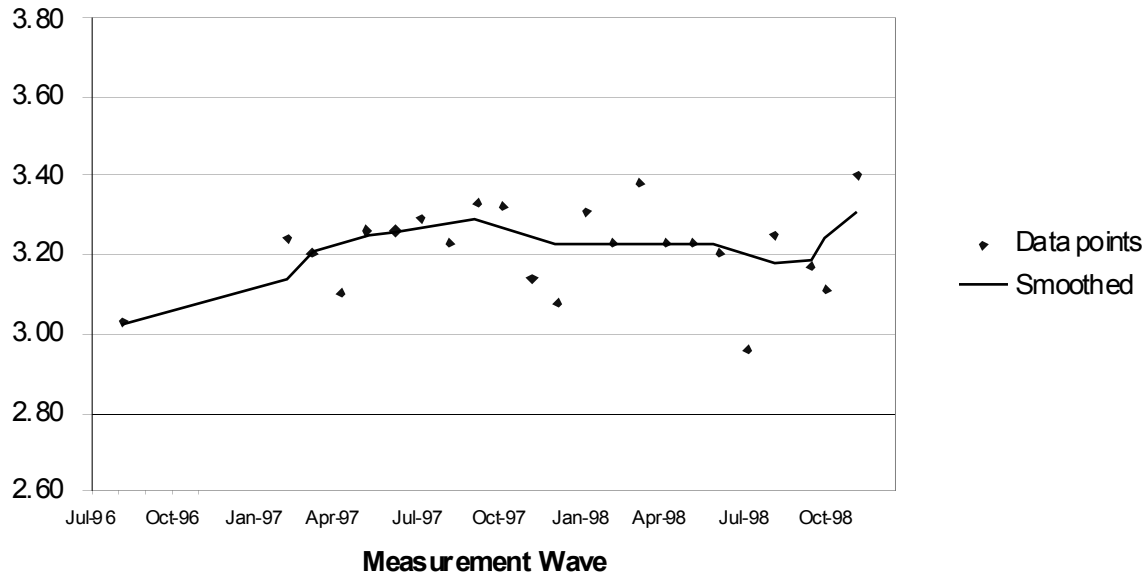
5. GENERAL BELIEFS ABOUT DOMESTIC VIOLENCE

5.1. Importance of domestic violence



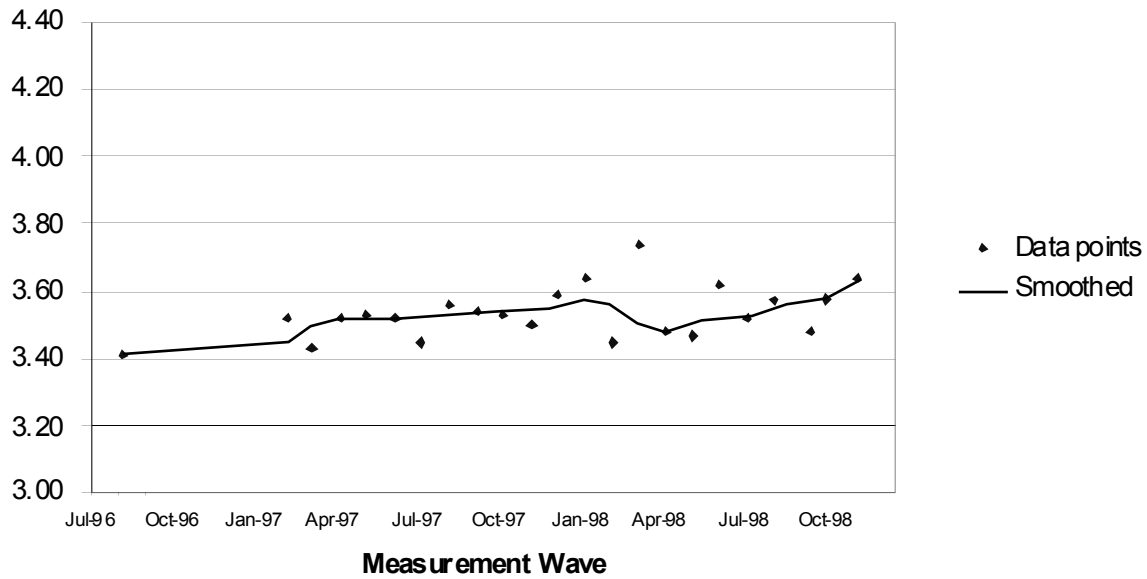
Note: 1-10 Scale, where 1= Not important and 10=Most important (N per month ranges from 96-387).

5.2. Likelihood that an abused women will be badly injured



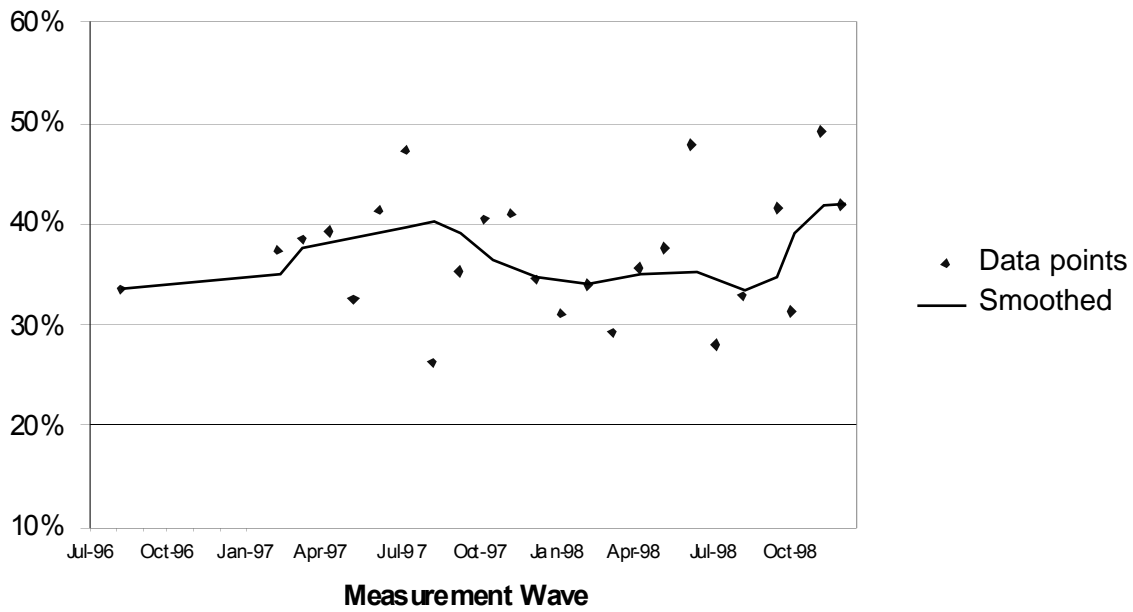
Note: 1-4 Scale, where 1= Almost never and 4=Almost always (N per month ranges from 96-388).

5.3. Likelihood that children of abused women will have psychological problems



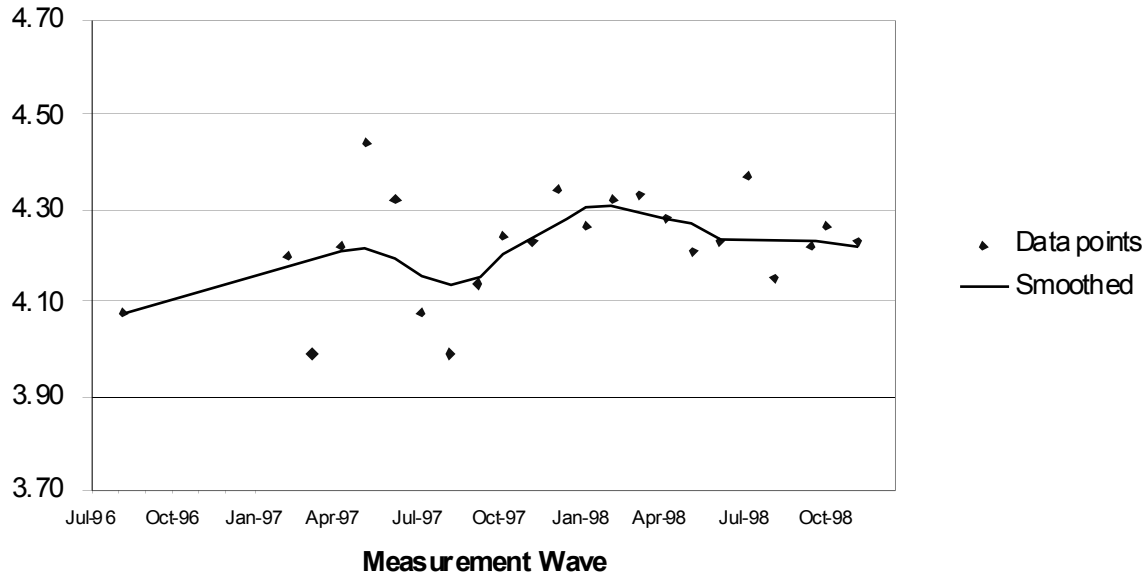
Note: 1-4 Scale, where 1 = Almost never and 4 = Almost always (N per month ranges from 98-394).

5.4. Employers should take a major active role in addressing domestic violence.



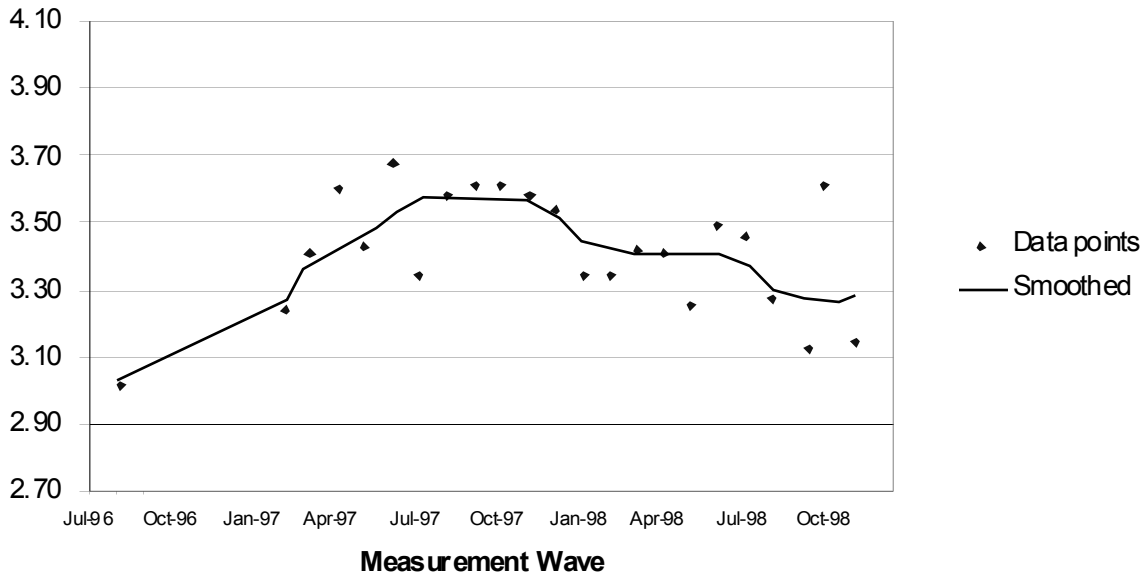
Note: Percent saying yes (N per month ranges from 92-381).

5.5. Counseling helps battered women improve their lives



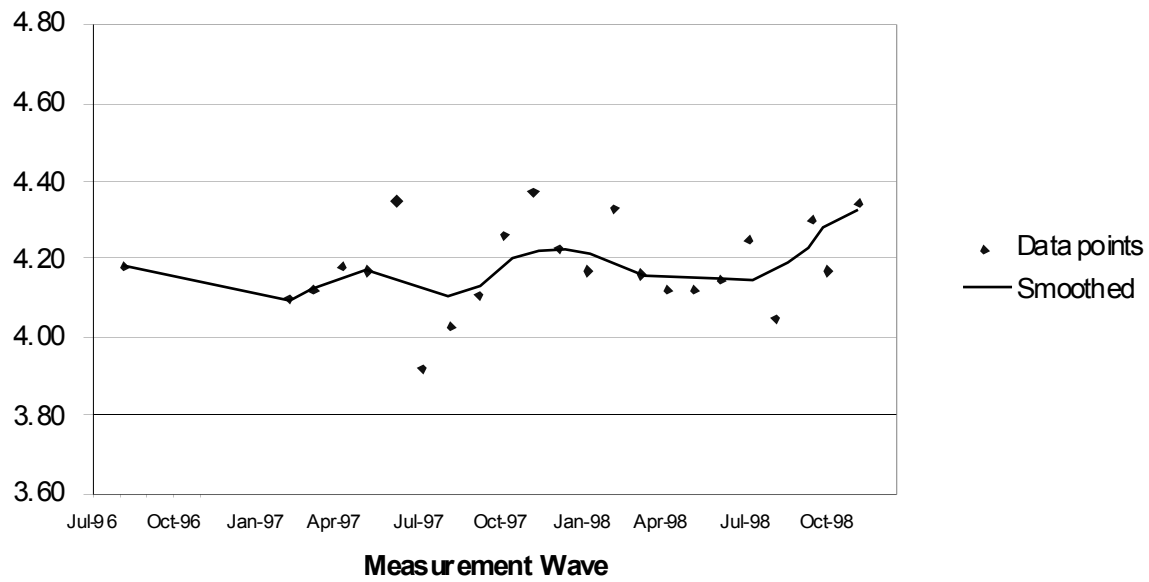
Note: 1-5 Scale, where 1=Strongly disagree and 5=Strongly agree (N per month ranges from 89-381).

5.6 I don't know what I can do to help reduce domestic violence



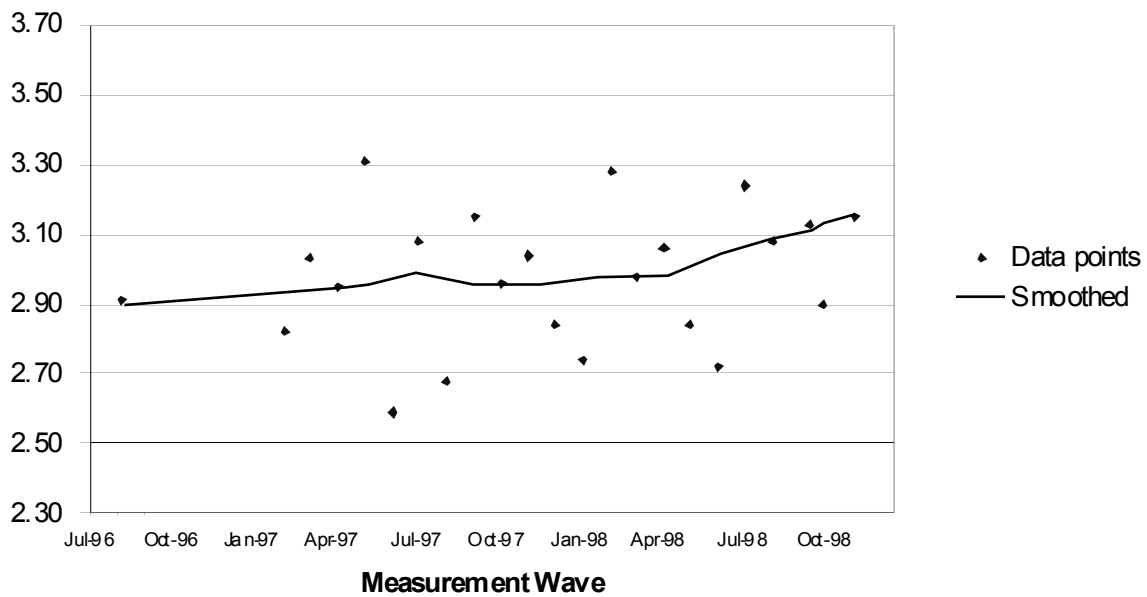
Note: 1-5 Scale, where 1=Strongly disagree and 5=Strongly agree (N per month ranges from 92-398).

5.7 Domestic violence would be easier to solve if people talked more openly about it



Note: 1-5 Scale, where 1=Strongly disagree and 5=Strongly agree (N per month ranges from 96-395).

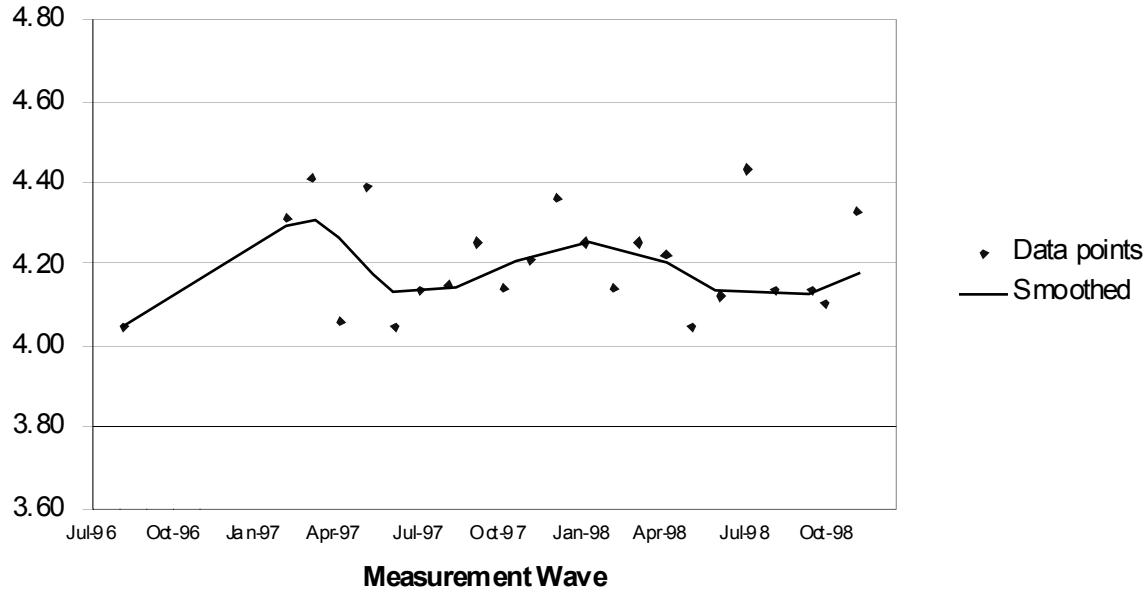
5.8 Courts treat domestic violence as a serious crime



Note: 1-5 Scale, where 1=Strongly disagree and 5=Strongly agree (N per month ranges from 92-373).

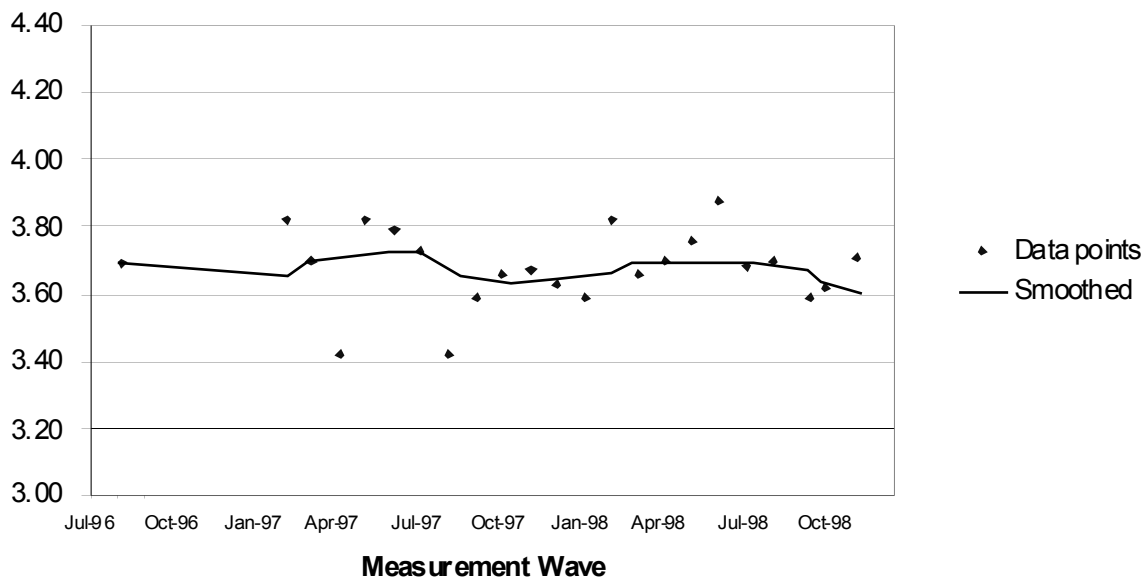
6. BELIEFS ABOUT TALKING TO A WOMAN FRIEND THOUGHT TO BE ABUSED

6.1. I think I would be able to talk to a woman friend who I thought was being abused about her situation



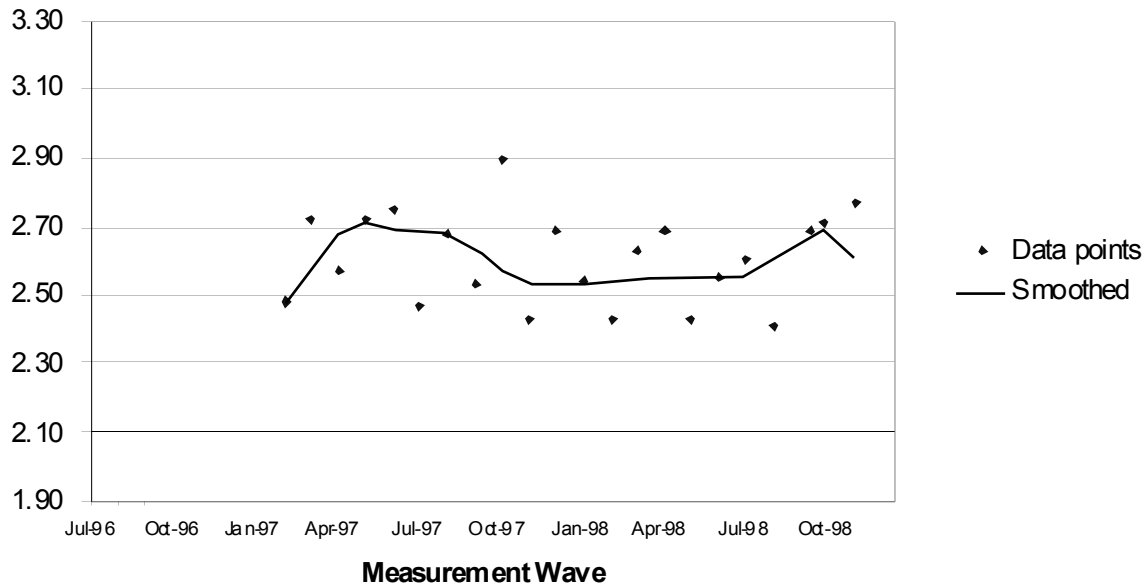
Note: 1-5 Scale, where 1=Strongly disagree and 5=Strongly agree (N per month ranges from 98-398).

6.2. Talking to an abused woman friend will help her improve her situation



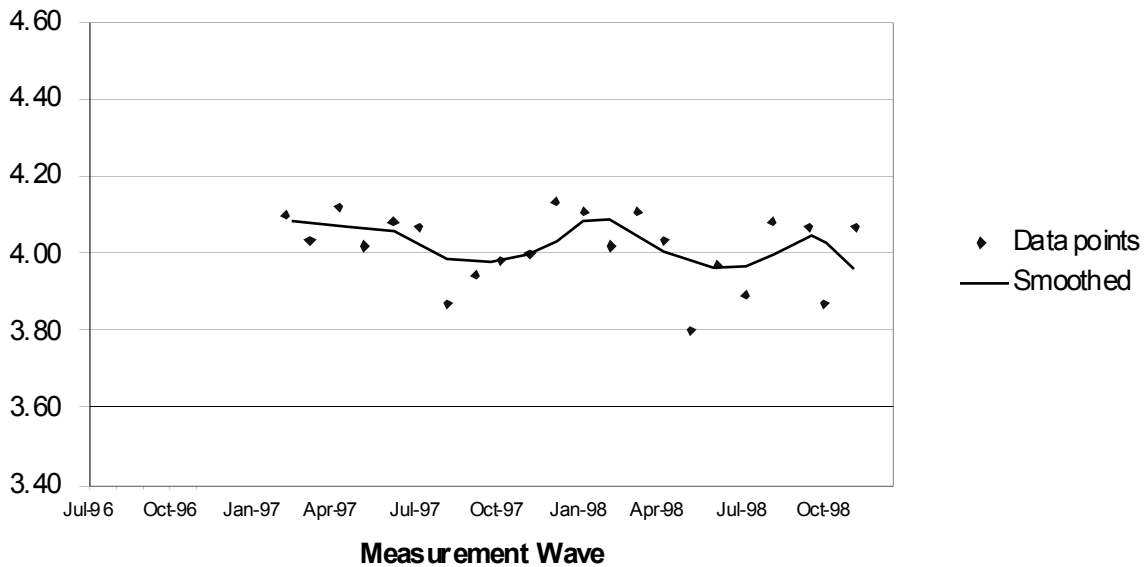
Note: 1-5 Scale, where 1=Strongly disagree and 5=Strongly agree (N per month ranges from 97-394).

6.3. If I asked a women friend who I thought was being abused about her situation, it would hurt our friendship



Note: 1-5 Scale, where 1=Strongly disagree and 5=Strongly agree (N per month ranges from 97-292).

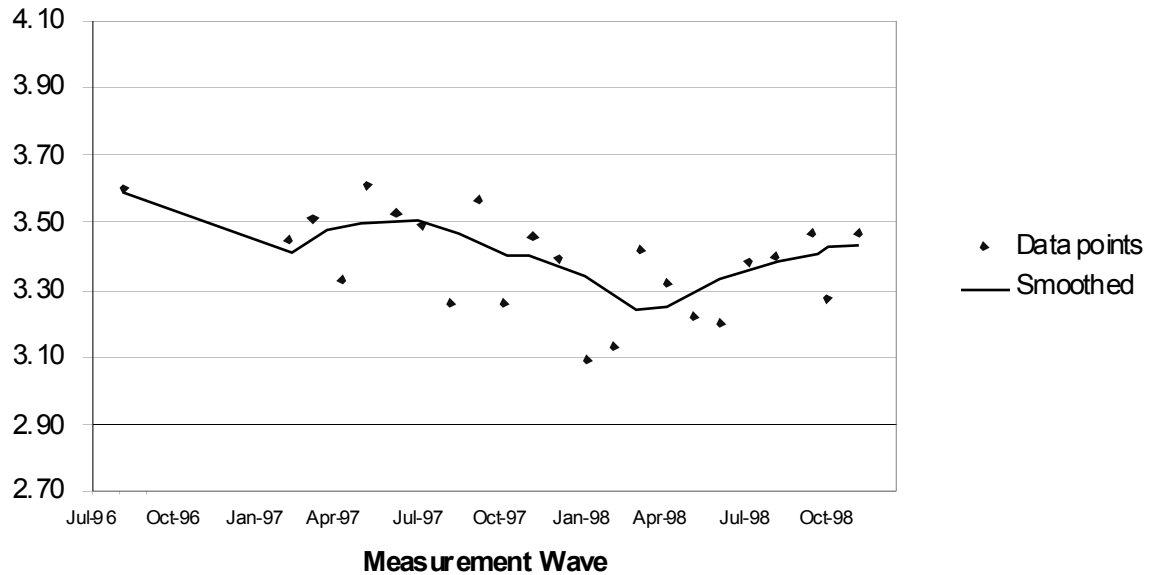
6.4. If I talked to an abused woman friend about her situation, most people would think I was doing the right thing



Note: 1-5 Scale, where 1=Strongly disagree and 5=Strongly agree (N per month ranges from 94-294).

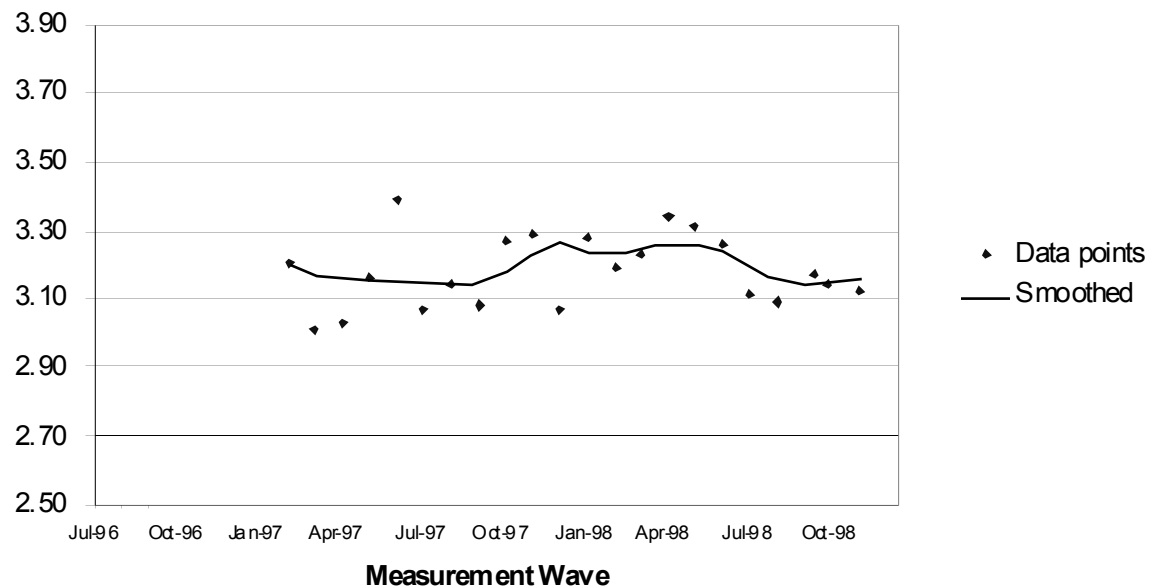
7. BELIEFS ABOUT TALKING TO A MALE FRIEND THOUGHT TO BE AN ABUSER

7.1. I think I would be able to say something to a male friend who I thought was abusing his wife or girlfriend



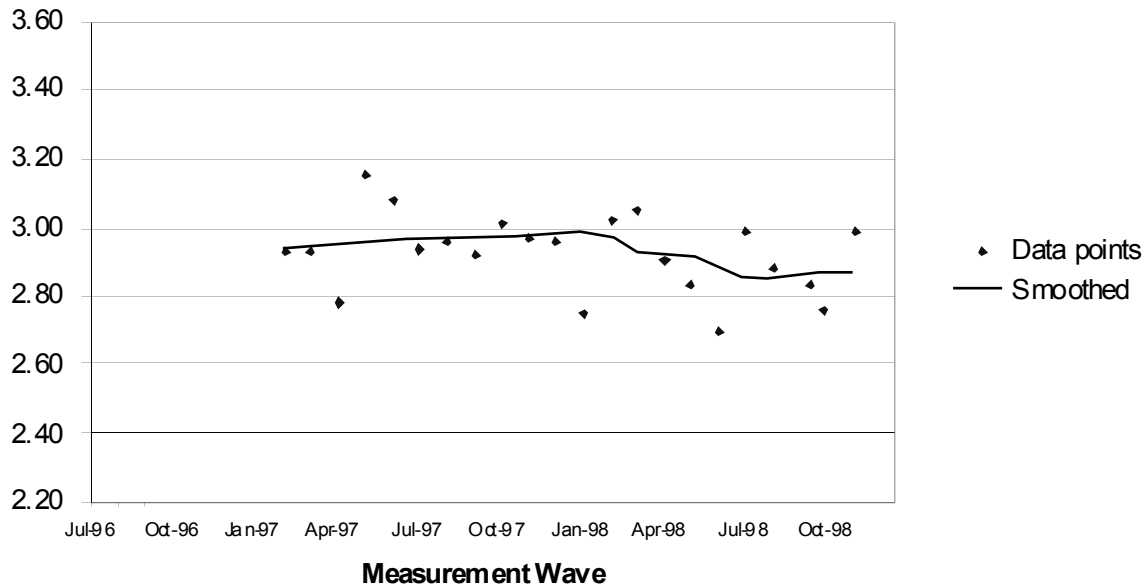
Note: 1-5 Scale, where 1=Strongly disagree and 5=Strongly agree (N per month ranges from 97-397).

7.2. If I spoke to a male friend about his abusive behavior, it would hurt our friendship



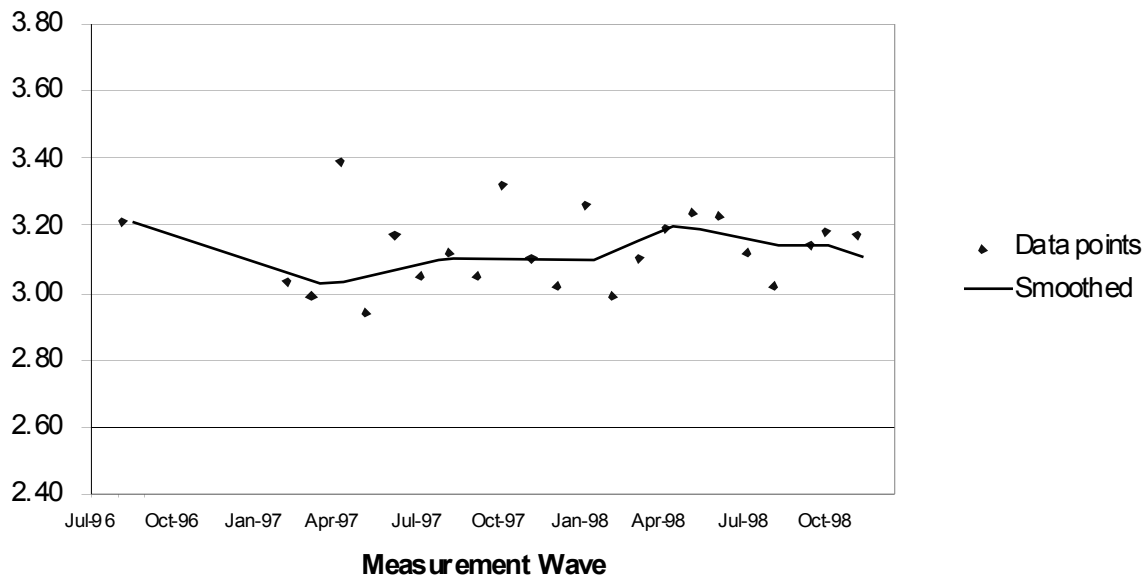
Note: 1-5 Scale, where 1=Strongly disagree and 5=Strongly agree (N per month ranges from 95-288).

7.3. If I spoke to a male friend about his abusive behavior, it would help protect his wife from more abuse



95-294 Note: 1-5 Scale, where 1=Strongly disagree and 5=Strongly agree (N per month ranges from 89-381).

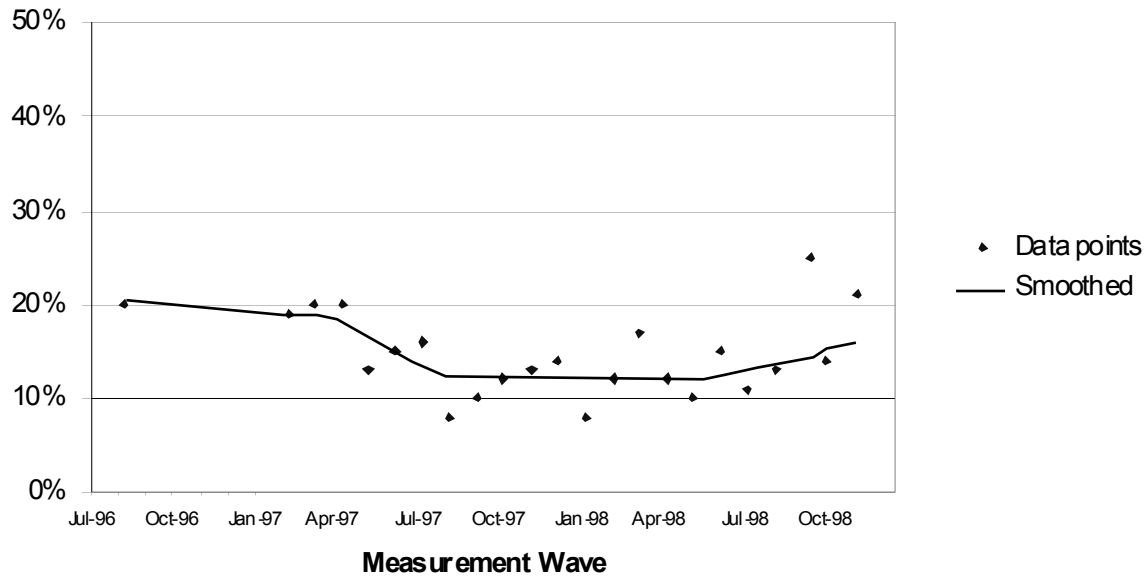
7.4. A lot of people would think I was crazy if I started asking a male friend about his abusive behavior



Note: 1-5 Scale, where 1=Strongly disagree and 5=Strongly agree (N per month ranges from 96-391).

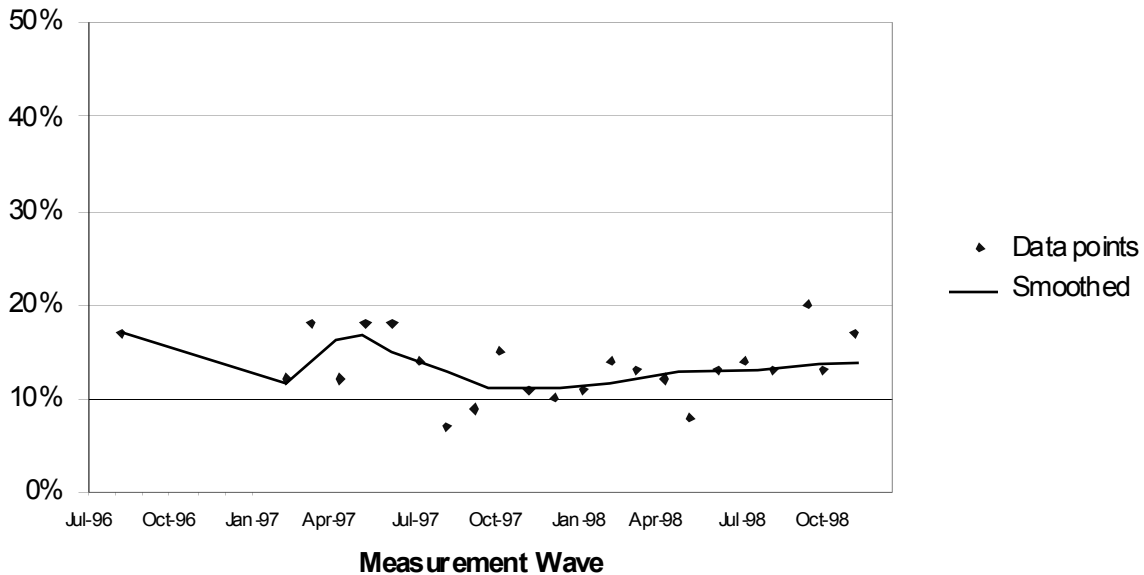
8. ACTIONS TAKEN BY ANYONE KNOWN PERSONALLY BY RESPONDENTS

8.1. Respondent knew anyone who donated money to an organization working to end domestic violence



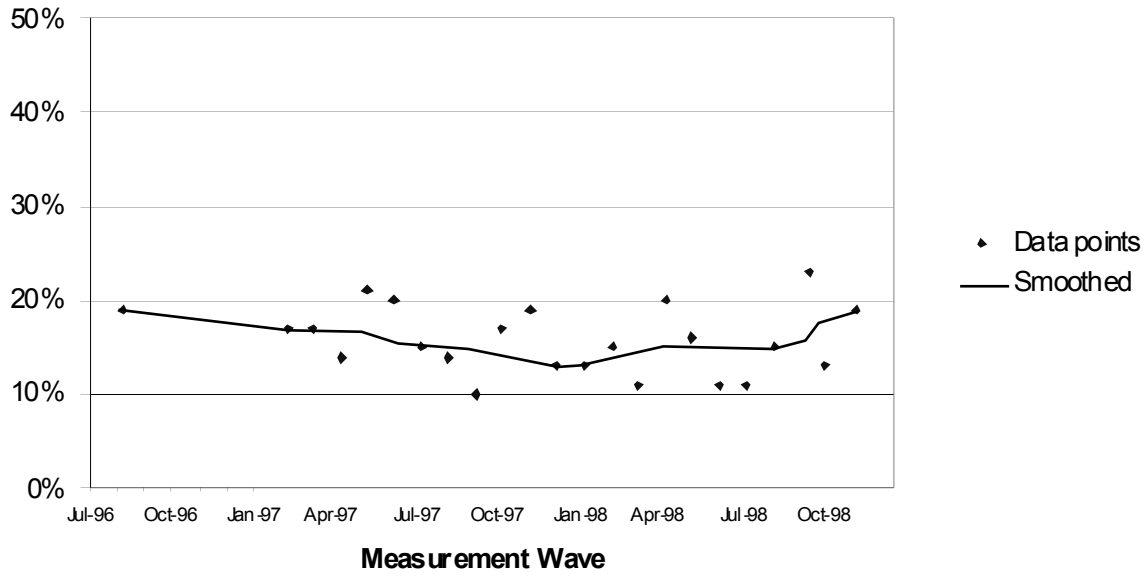
Note: Percent saying yes (N per month ranges from 96-392).

8.2. Respondent knew anyone who volunteered for an organization that is working to end domestic violence



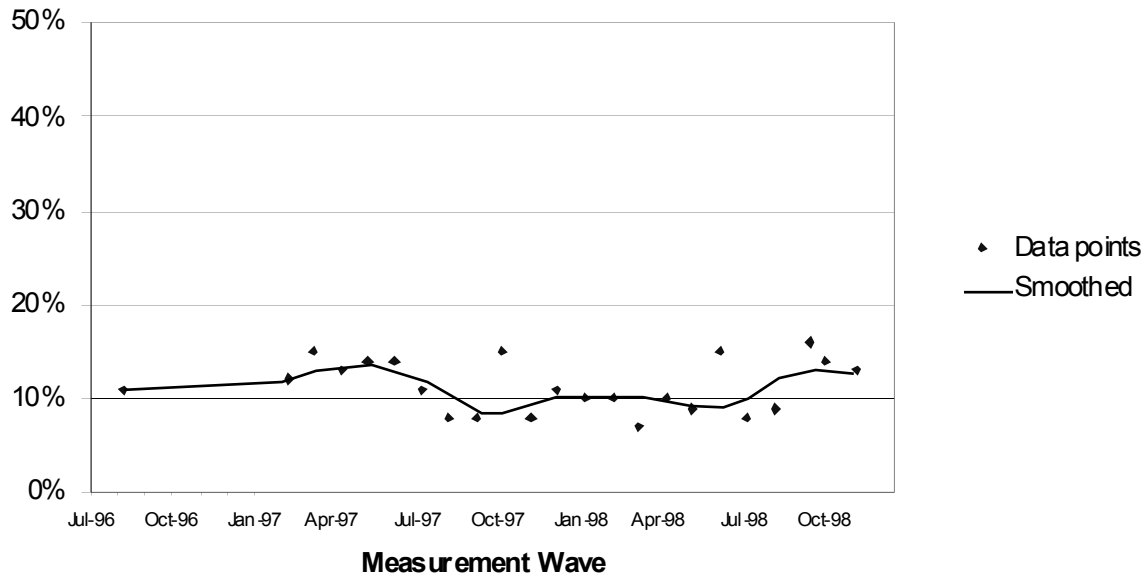
Note: Percent saying yes (N per month ranges from 97-393).

8.3. Respondent knew anyone who displayed an anti-domestic violence message



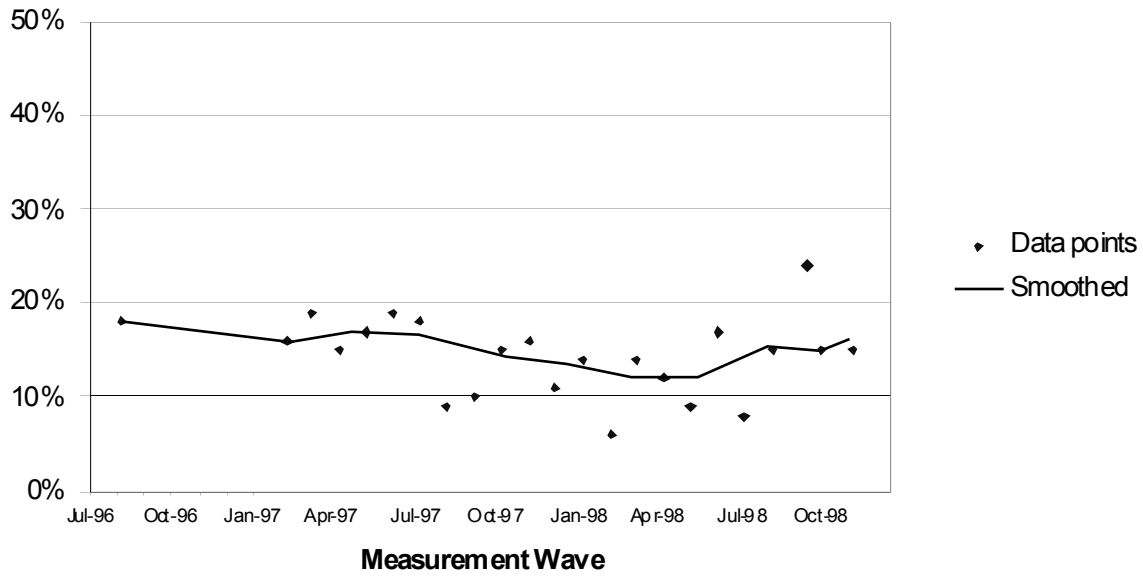
Note: Percent saying yes (N per month ranges from 99-394).

8.4. Respondent knew anyone who attended rallies about domestic violence



Note: Percent saying yes (N per month ranges from 98-390).

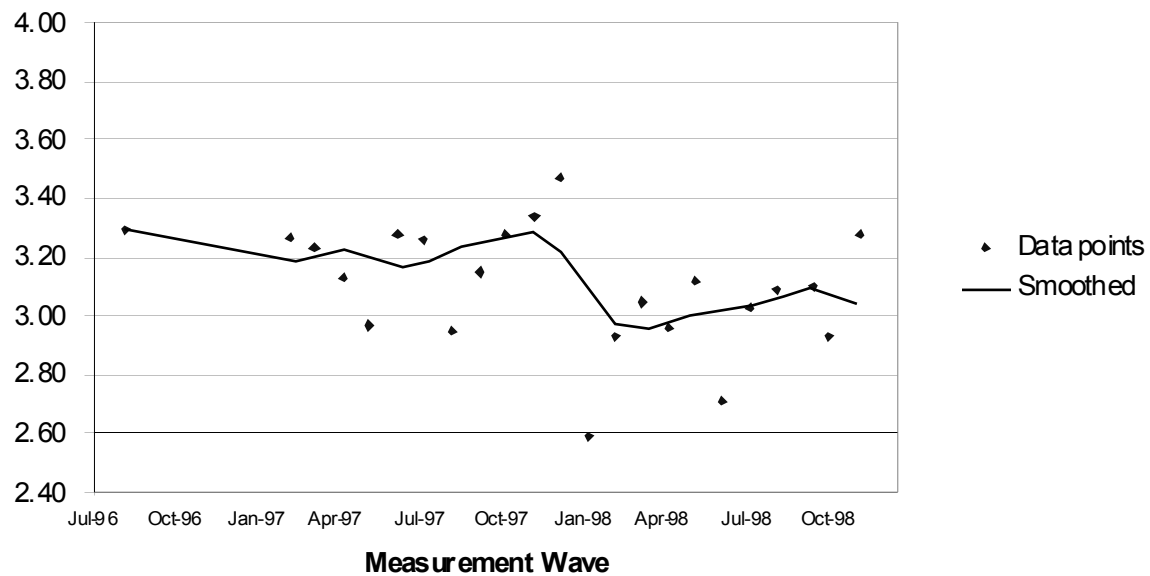
8.5 Respondent knew anyone who distributed brochures about domestic violence



Note: Percent saying yes (N per month ranges from 99-392).

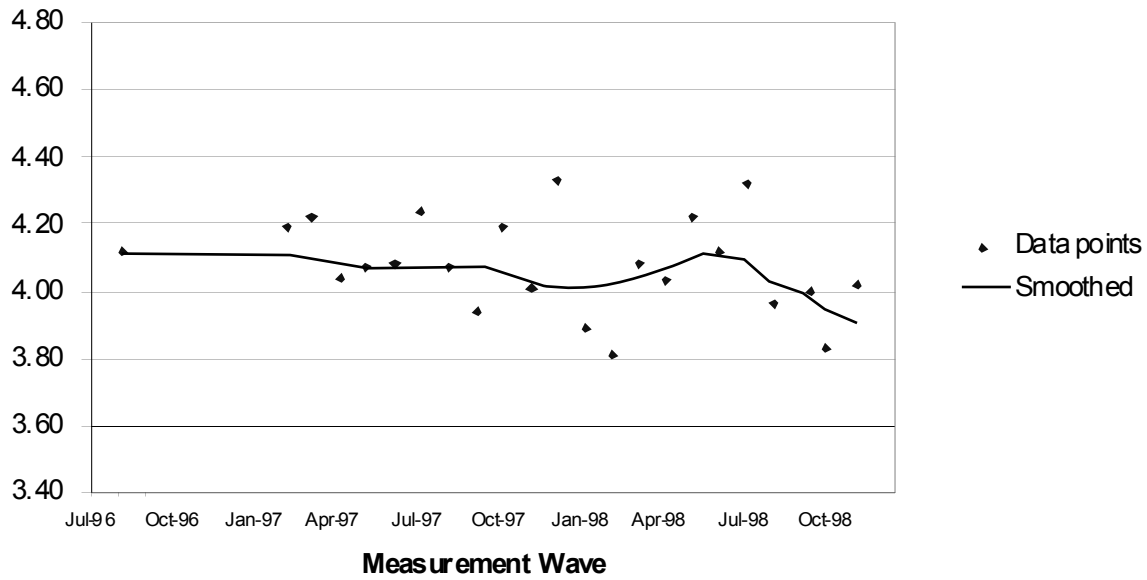
9. INTENDED BEHAVIORS IN A HYPOTHETICAL SITUATION OF DOMESTIC VIOLENCE INVOLVING PEOPLE FAIRLY CLOSE TO THE RESPONDENT

9.1. Likelihood of talking to the man about his physically abusing the woman



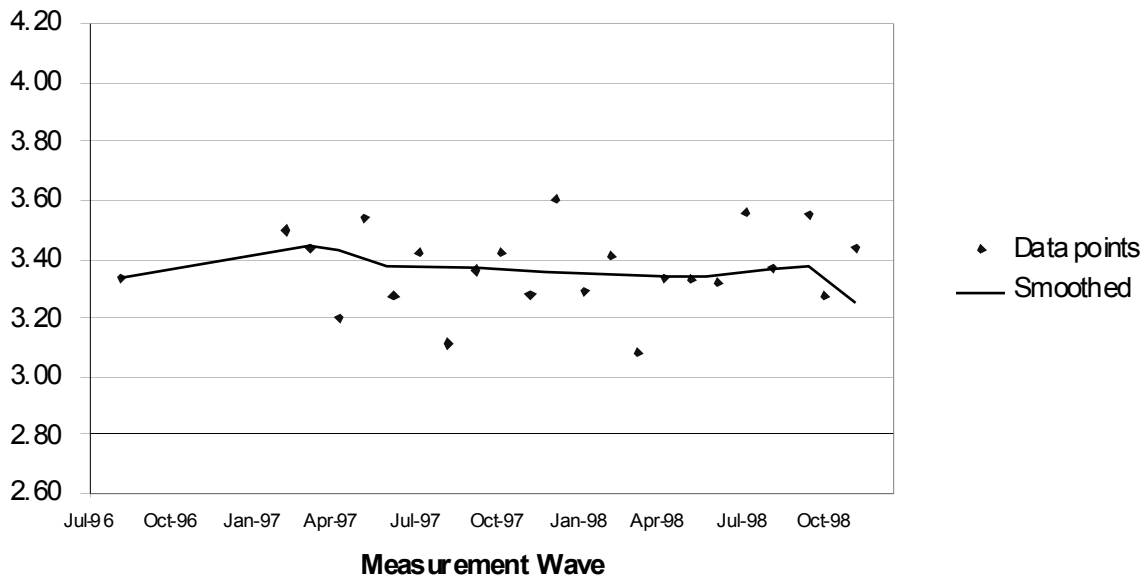
Note: 1-5 Scale, where 1=Very unlikely and 5=Very likely (N per month ranges from 68-260).

9.2. Likelihood of talking to the woman about the physical abuse



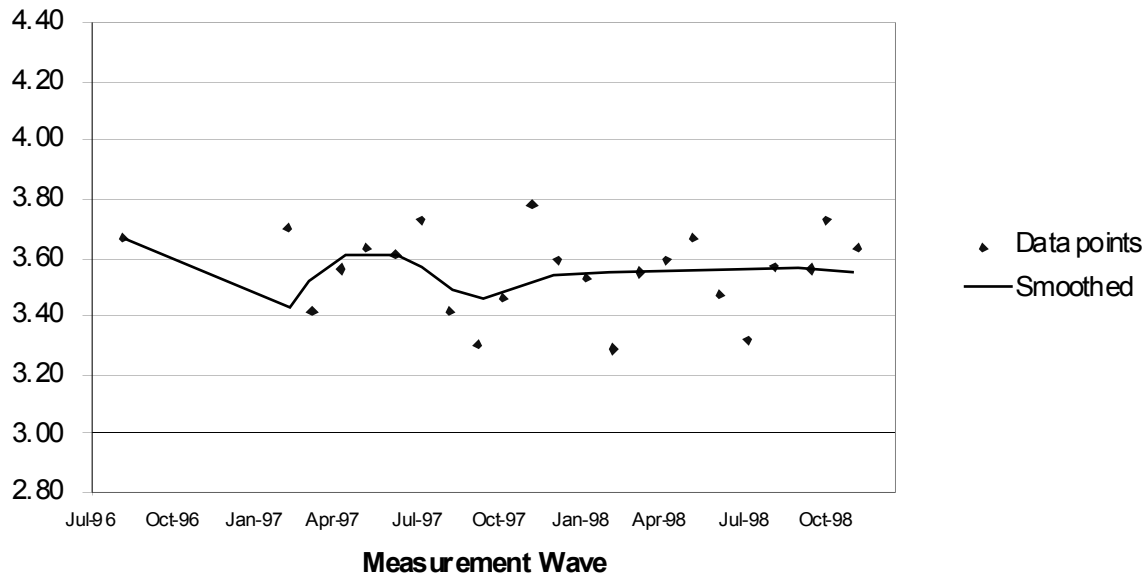
Note: 1-5 Scale, where 1=Very unlikely and 5=Very likely (N per month ranges from 68-260).

9.3. Likelihood of seeking advice from local domestic violence programs about what to do



Note: 1-5 Scale, where 1=Very unlikely and 5=Very likely (N per month ranges from 68-256).

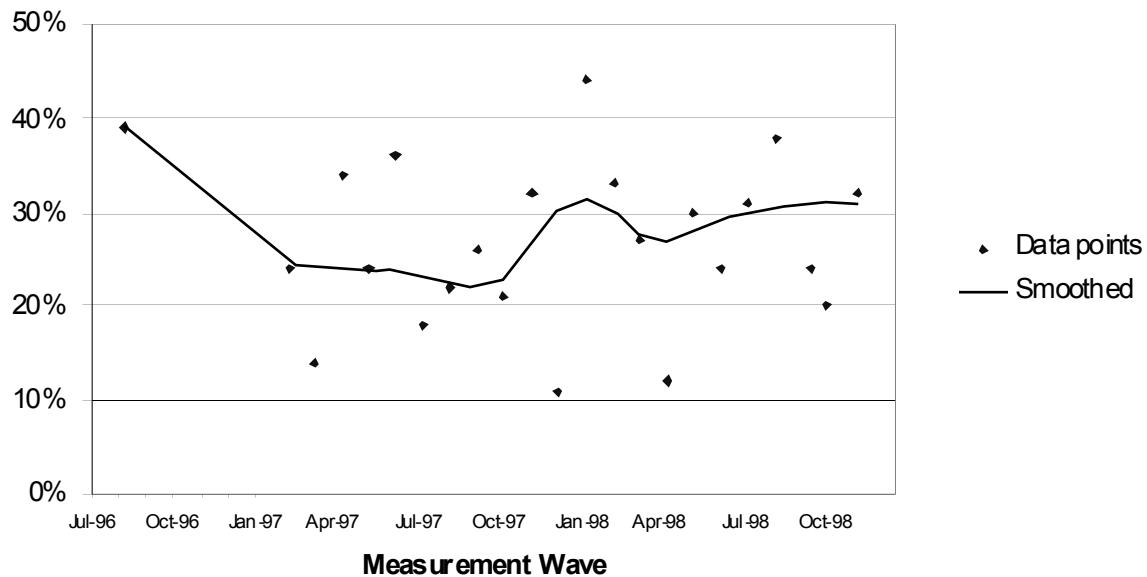
9.4. Likelihood of consulting with other people you know to try to decide what to do



Note: 1-5 Scale, where 1=Very unlikely and 5=Very likely (N per month ranges from 68-258).

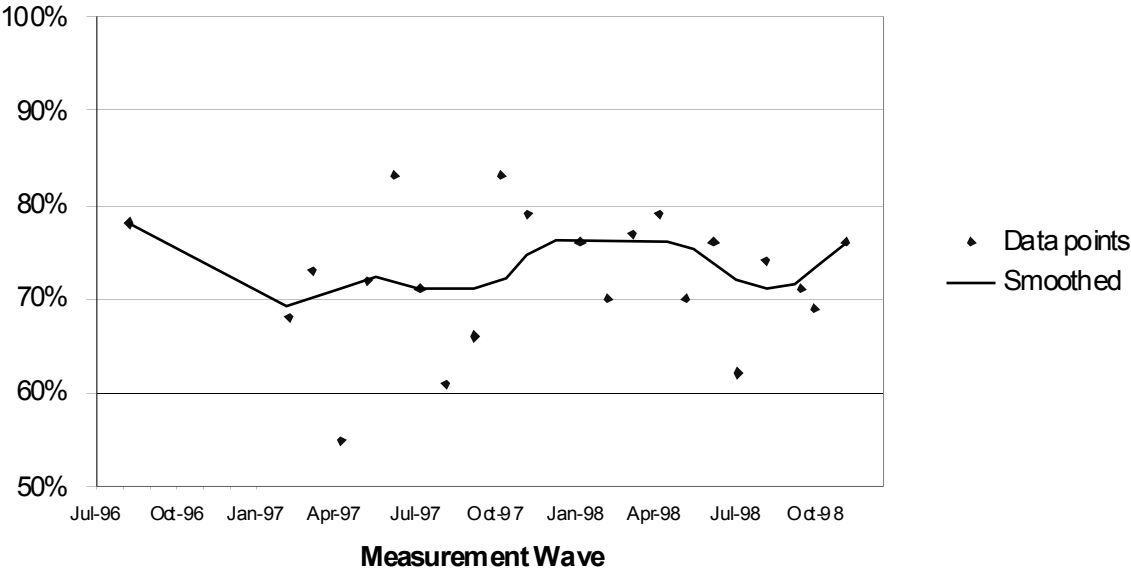
10. ACTIONS TAKEN BY RESPONDENTS IN RESPONSE TO A KNOWN OR SUSPECTED CASE OF DOMESTIC VIOLENCE IN THE PAST YEAR

10.1. Talked to the man about his physically abusing the woman



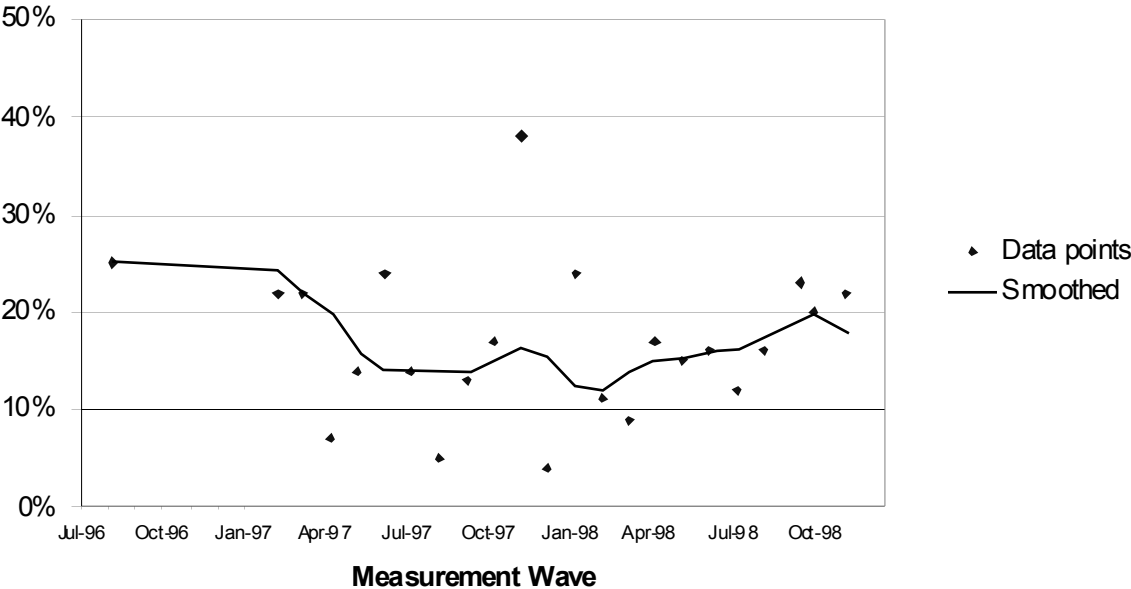
Note: Percent saying yes (N per month ranges from 22-135).

10.2. Talked to the woman about the physical abuse



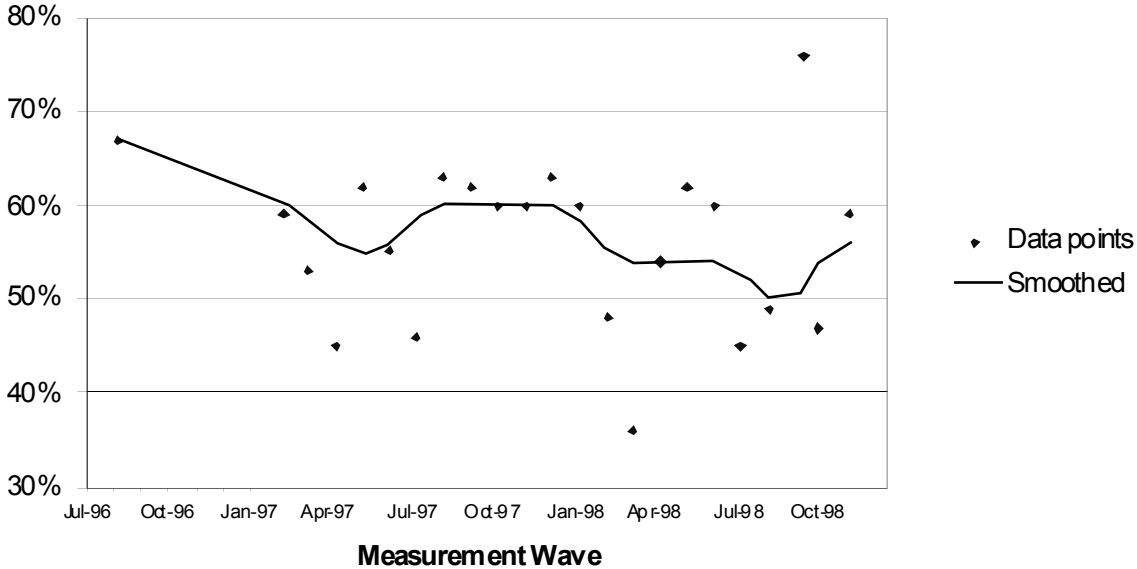
Note: Percent saying yes (N per month ranges from 22-135).

10.3. Sought advice from local domestic violence programs about what to do



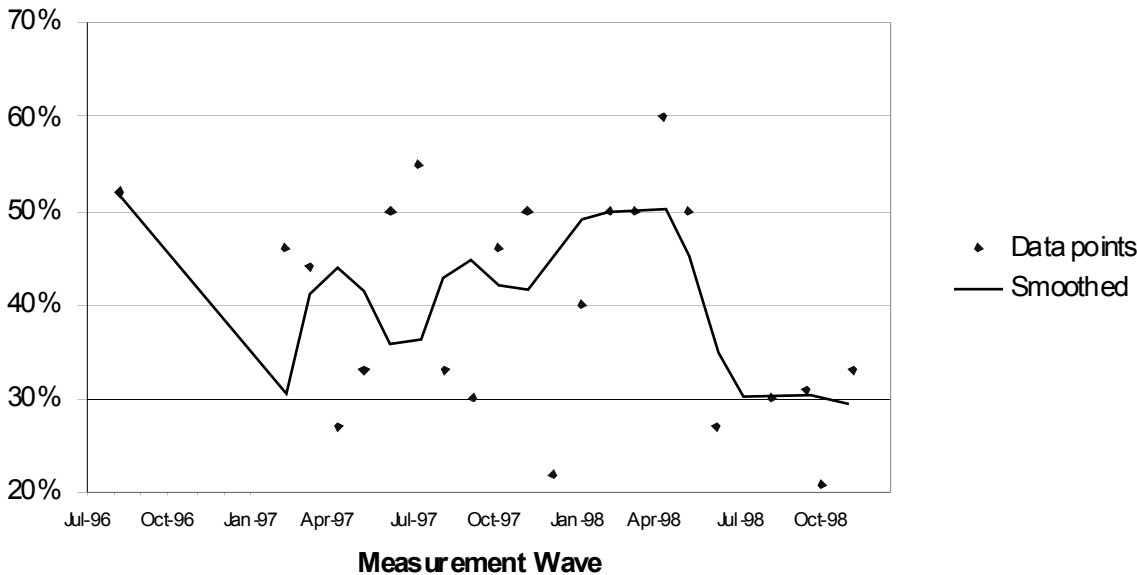
Note: Percent saying yes (N per month ranges from 22-134).

10.4. Consulted with other people to try to decide what to do



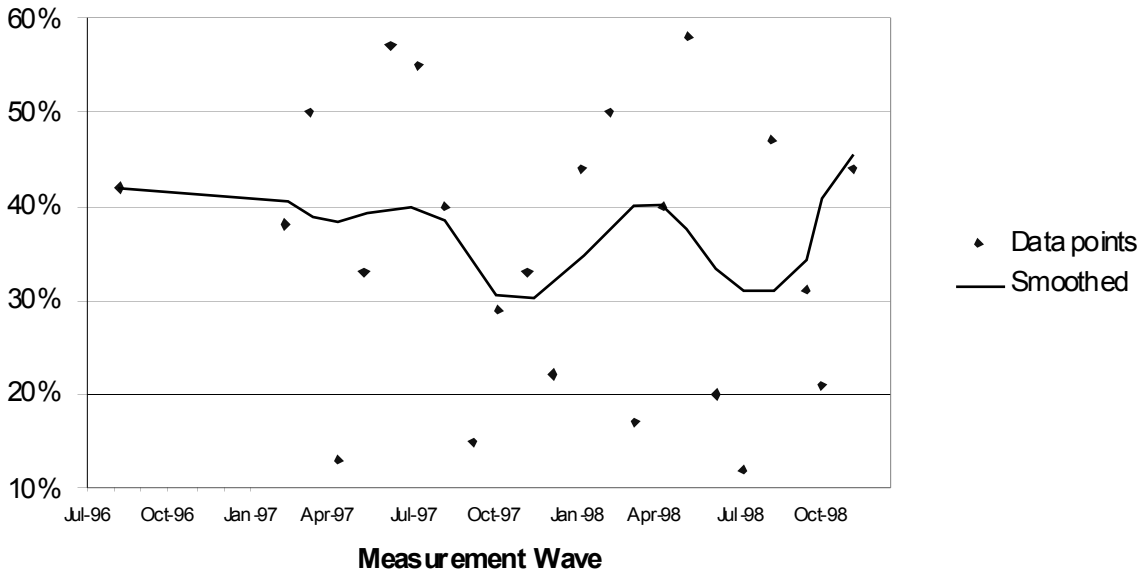
Note: Percent saying yes (N per month ranges from 22-135).

10.5. Called 911 or the police



Note: Percent saying yes (N per month ranges from 5-56).

10.6. Directly intervened during the incident



Note: Percent saying yes (N per month ranges from 5-55).

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