

Ten Strategic Questions

1. What is the social [or health] problem I want to address?
2. What actions do I believe will best address that problem?
3. Who is being asked to take that action? (audience)
4. What does the audience want in exchange for adopting this new behavior?
5. Why will the audience believe that anything we offer is real and true?

Ten Strategic Questions

6. What is already out there? Are we offering something the audience wants more?
7. What is the best time & place to reach audience so that they are the most disposed to receiving the intervention?
8. How often & from whom, does the intervention need to be received if it is to work?
9. How can I integrate a variety of interventions to act, over time, in a coordinated manner, to influence the behavior?
10. Do I have the resources to carry out this strategy alone; and if not, where can I find useful partners?

Lessons Learned

- Be prepared for success
- You can't do it all – prepare a fact sheet for other organizations
- The Press – know your talking points! Stick to them
- Be sure to get your facts sheet and talking points out

Pink Book-Making Health Communication Programs Work

<http://www.cancer.gov/pinkbook/page3>

Table of Contents

The Role of Health Communication in Disease Prevention and Control

What Health Communication Can and Cannot Do

Planning Frameworks, Theories, and Models of Change

How Market Research and Evaluation Fit Into Communication Programs

Overview: The Health Communication Process

The Stages of the Health Communication Process

Stage 1: Planning and Strategy Development

• Why Planning Is Important • Common Myths and Misconceptions About Planning

Stage 2: Developing and Pretesting Concepts, Messages, and Materials

• Why Developing and Pretesting Messages and Materials Are Important

• Steps in Developing and Pretesting Messages and Materials

• Planning for Production, Distribution, Promotion, and Process Evaluation

• Common Myths and Misconceptions About Materials Pretesting

Stage 3: Implementing the Program

• Preparing to Implement Your Program • Maintaining Media Relations After Launch

• Working With the Media During a Crisis Situation • Maintaining Partnerships

• Common Myths and Misconceptions About Program Implementation

Statutory Rape in Virginia

Youth don't know/care that the sex they have is against the law.

Of the males and females reporting having non-forced sexual intercourse

- 85% of those age 13 and 14 would be classified as victims of carnal knowledge of a minor
- 83% of those age 15-17 would be classified as victims of contributing to the delinquency of a minor



Statutory Rape in Virginia

Teens are having babies by adult men.

- 2,684 births to teens ages 14 and 15 from 1999 to 2003 (assumed conception at age 13 & 14)
- 72% of information for father's age not given
- 64% of the cases where father's age was known could be estimated to be a felony at time of conception

Statutory Rape in Virginia

Adult men know people who have sex with minors.

- According to a survey of men 18-29
- 69% knew an adult that had sex with a minor
 - 51% of those adults knew 5 or more people who had sex with a minor

Statutory Rape in Virginia

Adult men know that sex with a minor is against the law.

According to a survey of men 18-29

- Most correctly identified adult sex with a minor as illegal
- Most over-estimated the legal severity of engaging in this behavior

Statutory Rape in Virginia

Adult men don't state their disapproval of friends' behavior.

According to a survey of men 18-29

- The social acceptability of a sexual relationship declines as age differences increase
- Their intentions to voice disapproval of the relationship do not increase

Statutory Rape Nationally

According to *Statutory Rape Known to Law Enforcement*, National Center for Juvenile Justice, March 2005

- Most (95%) of statutory rape victims were female.
- Regardless of victim gender, almost 3 of every 5 victims of statutory rape were ages 14 or 15
- Over 99% of the offenders of female statutory rape were male and 94% of offenders of male statutory rape were female
- Arrest occurred in 42% of statutory rape incidents (those reported to law enforcement) with the probability of arrest declining as victim age increased

Statutory Rape Nationally

According to *A Demographic Portrait of Statutory Rape*, Child Trends @, March 2005 www.childtrends.org

- Statutory rape affects 13% of females and 5% of males at first sex.
- Females and males in statutory rape first "relationships" are more likely to dropout of high school.
- Teens are more likely to meet statutory offenders outside of their usual social networks.
- 25% of offenders for females victims were 6 or more years older while 29% of offenders for male victims were 6 or more years older.

Development of Campaign

- Received TANF funds from DSS to address the issue of statutory rape
- A subgroup of a statewide sexual coercion workgroup worked with a marketing firm to develop the message
- Materials were focus group tested

Target Audience

- Adult men age 18 to 29 because they are most often the offenders of statutory rape

Campaign Objectives

- To raise awareness of the issue of statutory rape
- change the norms (particularly male norms) around relationships with minors, making it no longer acceptable for adults to engage in sex with minors

Campaign Methods

- Billboards, post cards, posters, coasters and bar napkins
- www.varapelaws.org
- Pre-survey and post survey conducted on pilot

Isn't she a little young? Sex with a minor, don't go there



Campaign Impact

- Over 5,000 page hits to website, www.varapelaws.org, 3,000 hits in the first two days. Continues to receive 2,000 to 3,000 hits a month
- Local media coverage in papers, television and radio around the state
- National media coverage on CNN, MSNBC, CBS Evening News, NPR



Development of Campaign

- Developed by Men Can Stop Rape and tested in DC High Schools
- Redesigned with funding and input from VA's RPE programs

Target Audience

- Adult men age 18 to 29 and can be most influenced by male peers

Campaign Objectives

- Campaign designed to raise awareness and highlights the vital role young men can play in fostering healthy, safe relationships
- Organized around the theme line "My Strength is Not for Hurting, Men Can Stop Rape" the campaign emphasizes how men can be strong without using intimidation, force or violence

Campaign Methods

- 30 outdoor billboards
- Movie theater slide advertisements in seven theaters
- 240,000 post cards bars, restaurants, gyms, and retail establishments in Richmond and Northern Virginia
- Bus advertisements in Richmond and Tidewater
- A mobile billboard in Northern Virginia, Richmond, and Virginia Beach
- Radio spots



Child sexual abuse is a problem in Virginia

- 1 in 4 women and 1 in 5 men have been a victim of child sexual assault
- Over half of women experienced sexual assault before the age of 13, as did 39% of men
- 71% of assaults against children were perpetrated by adults
- Almost half of the perpetrators were identified as family members
- Only 10% of perpetrators were strangers

Development of Campaign

- In response to objective of Sexual Violence State Plan for Virginia
- Steering Committee worked with VDH marketing firm to develop campaign message for Virginia
- Focus group research and testing was done by other states implementing the Stop It Now! Campaign

Target Audience

- Contemplator adult bystanders who have suspicions of sexual abuse being committed against pre-pubescent victims

Campaign Objectives

- To persuade the audience to call the helpline and visit the Web site (to move contemplators to the action stage).
- To raise awareness that child sexual abuse is preventable.
- To convince the audience that they play a critical role in identifying and preventing child sexual abuse.

Campaign Methods

- Billboards, bus displays, posters and radio ads
- Pre-survey conducted in August
- Pilot site will be the Richmond area for the billboards, bus displays and radio ads
- Posters distributed statewide through mailing to human service providers

