



World Social Marketing Conference 2008

Brighton & Hove City, England, 29 – 30 September 2008



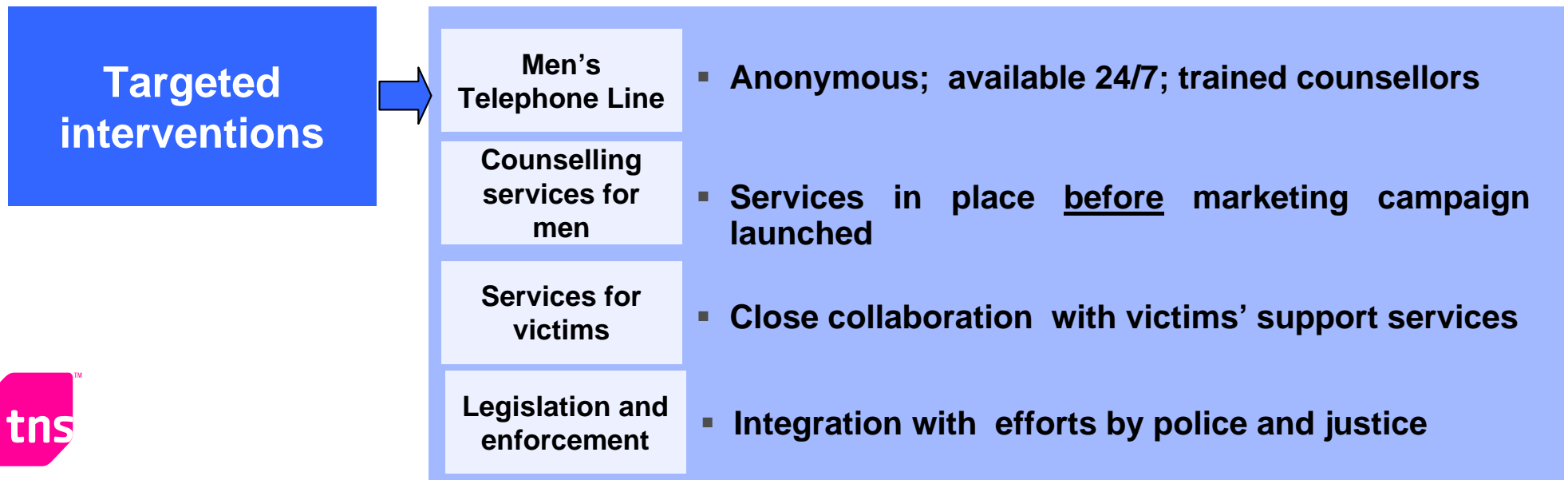
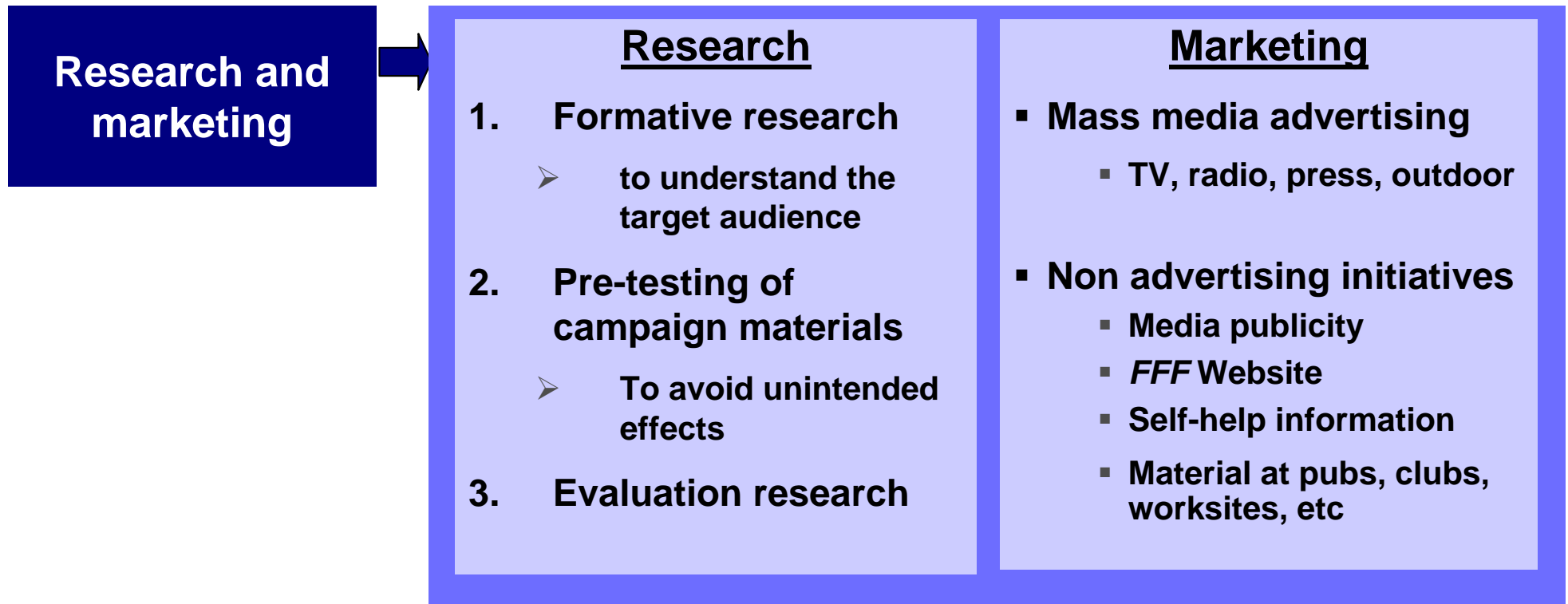
World
Social Marketing
Conference 2008

Keynote Session

Freedom From Fear – targeting male perpetrators of intimate partner violence

Mark Francas

Integrated social marketing programme



Aims of the formative research....

Getting the right message....

- **Understanding the target audience**
- **Assessing possible messages for relevance and credibility**



Getting the message right....

- **Appropriate scenarios, style and tone**
- **Balance between engaging target audience, yet not condoning violence or downplaying responsibility**

Formative research – possible message themes

Criminal sanctions

- Not seen as deterrent
- Not as a primary cause

Community involvement

- Not connected with social norms
- Focus on those involved

Social disapproval

- Endorsed by 'moral exemplars'
- Perpetrators stigmatized

Consequences for perpetrators

- Not a motivating factor for perpetrators

Consequences for children

- Reactions of kids has vivid impact
- Empathy from non fathers

Help is available

- Positive, hopeful message
- Universally endorsed

Freedom from Fear

The Campaign Strategy

1. Consequences

- Violence in the home has a harmful effect on children



2. Solution

- Help is available....
- And here's how you can start getting some help....



Extensive pre-testing

- *Primary target audience*
- *Victims and children*
- *Men and women in general*
- *Key stakeholders*



FREEDOM FROM FEAR

CAMPAIGN AGAINST DOMESTIC VIOLENCE

DVD

Nightmare

DVD

Lady

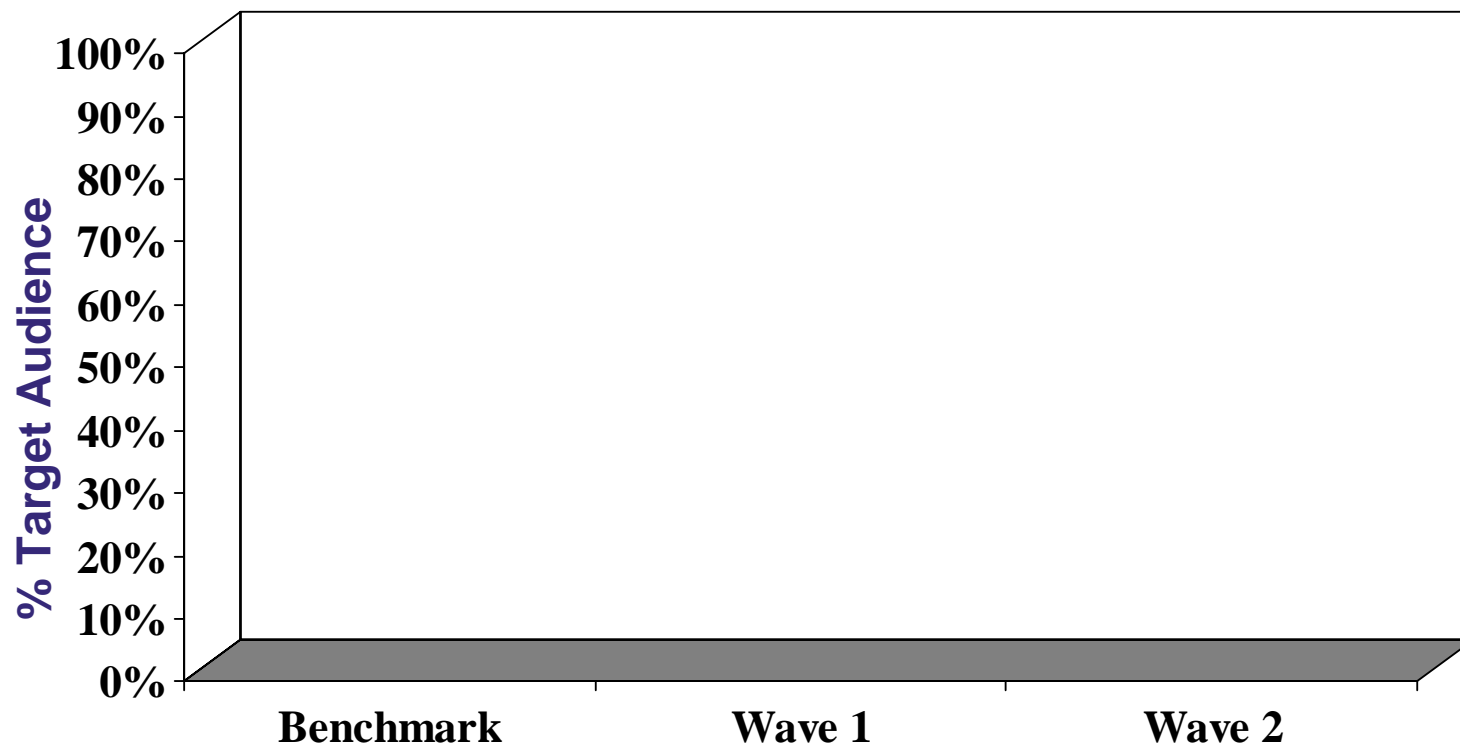
Freedom From Fear The Campaign Process



Process Evaluation: Campaign reach

Overall Campaign Awareness

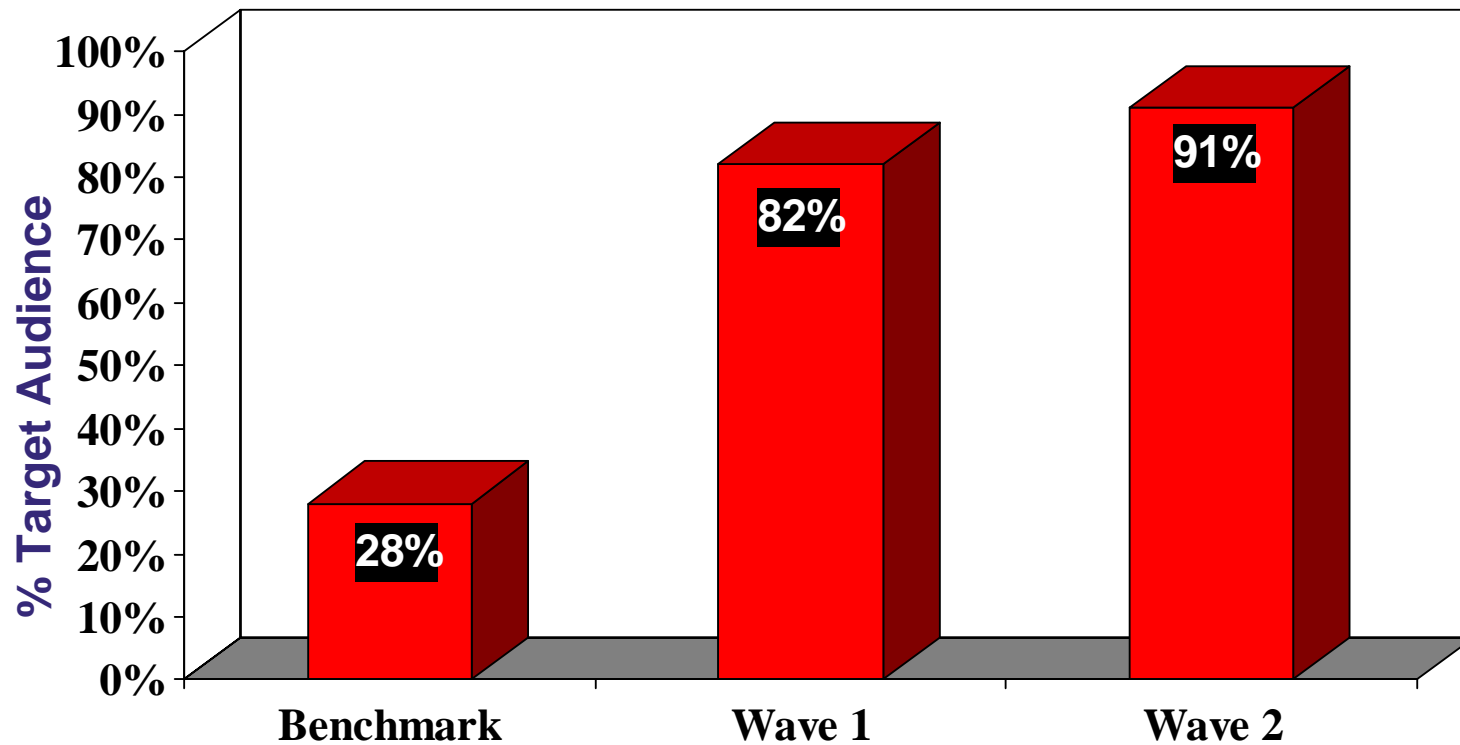
Have you seen or heard any advertising in the past few months about domestic violence or violence in the home ?



Process Evaluation: Campaign reach

Overall Campaign Awareness

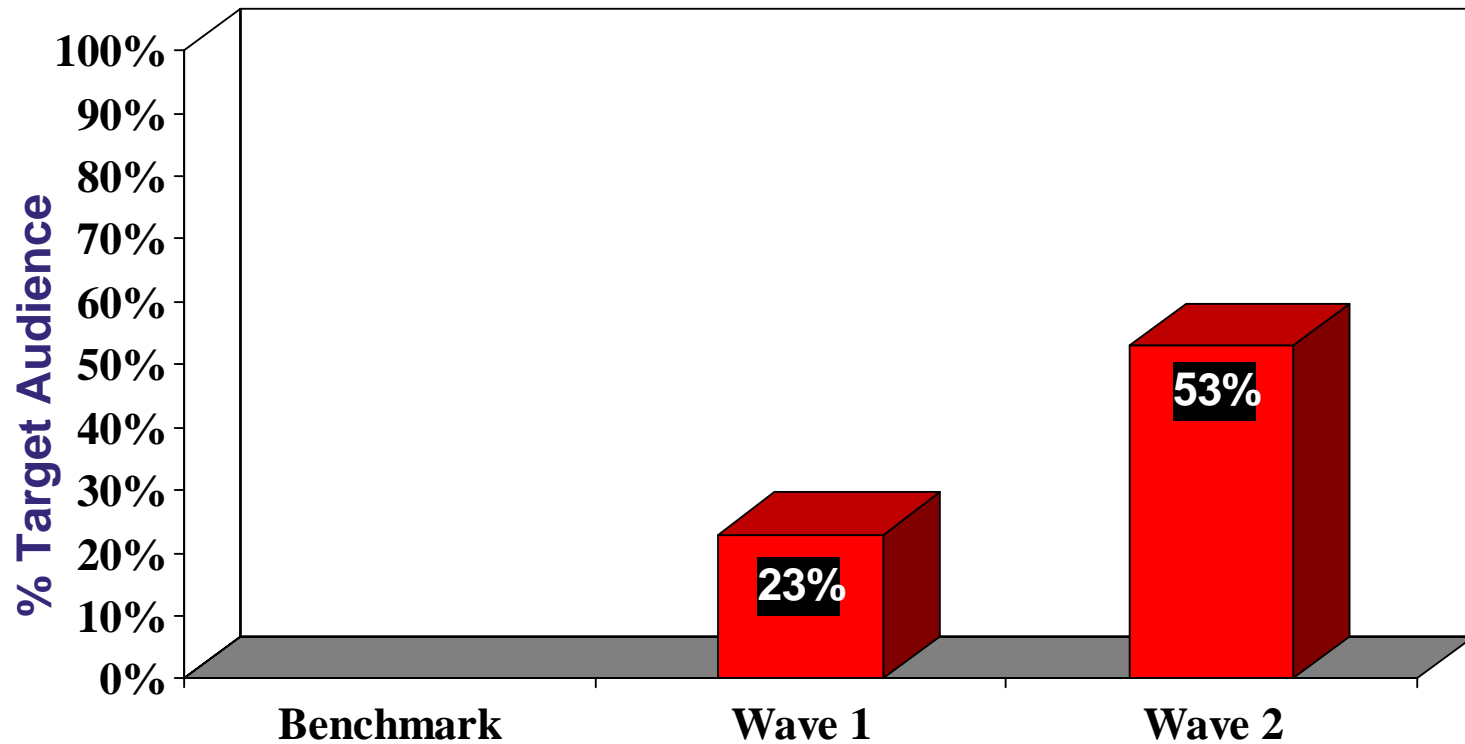
Have you seen or heard any advertising in the past few months about domestic violence or violence in the home ?



Process Evaluation: Message takeout

Spontaneous Awareness of Telephone Helpline

*Where can violent men go for help ?
% spontaneously nominating a telephone helpline*



Outcome Evaluation: Usage of Help Services

Number of Calls to Men's Domestic Violence Helpline (7 year period)

%	TOTAL
All Calls	23,697 (100%)
Self-identifying Perpetrators/Men at Risk	8909 (37.5% of all calls)
Referrals to Counselling	4184 (18% of all calls, 47% of self-identifying perpetrators)

Conclusions and Lessons

Achievements....

- Contextualised domestic violence as a **community issue** rather than a private family matter
- Reinforced that **children** are deeply affected by family & domestic violence
- Encouraged men to **voluntarily seek help**
- Led to **increased services** for men being established

Lessons learned....

- Identify and involve **all key stakeholders**
- Ensure **targeted formative research** and **extensive pre-testing** to avoid unintended consequences



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