



*Reaching
Latino
Victims of
Sexual
Violence*

A Marketing Toolkit

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**Written and developed by the staff at Sexual Assault Resource and
Counseling Center of Lebanon County, Pennsylvania**

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Introduction

In 2005, the Sexual Assault Resource and Counseling Center (SARCC) of Lebanon County, Pennsylvania received a Special Initiative grant from the Pennsylvania Coalition Against Rape (PCAR) to help fund the development of its Latino public awareness and outreach campaign. This toolkit provides an overview of the research that informed SARCC's approach, the five radio spots that were developed, including their scripts, and tips for adapting this campaign throughout the Commonwealth's communities.

Background/Need

SARCC is the only agency that provides counseling and advocacy services to victims and survivors of sexual violence in Lebanon County, Pennsylvania. Their mission follows: "SARCC, recognizing the impact of sexual assault on all individuals, families and communities, counsels and supports clients, advocates for the rights of victims and educates for the elimination of sexual assault" (VolunteerMatch, 2006).

According to the US Census Bureau, six percent of Lebanon County's population is Latino (US Census Bureau, 2006), however, Lebanon County Latino leaders believe the actual number is much greater. This discrepancy between Census data and actual numbers could be due to many factors, including the growing number of undocumented members of the Latino community. In 2003, the Lebanon City School District reported that 35 percent of their student population was Latino, a 12% increase from 2000 (Shifflet, 2005).

Through its strategic planning process in 2003, SARCC identified a gap in outreach and services to the Latino population. An internal evaluation revealed that SARCC's public awareness materials, voice messaging system, Web site, signage, intake materials, newsletter, and public service announcements were in English only. While serving the growing Latino population was a priority, SARCC was uncertain where to begin.

To ensure its efforts were culturally relevant and informed by the needs of the Latino community, SARCC contracted with the Mendoza Group, Inc.¹, a Latino marketing group, respected for its culturally relevant marketing and communications efforts including transcreation of materials, non-traditional media tactics, and signature grassroots marketing programs to reach the Latino population. The Mendoza Group, Inc. was commissioned by SARCC to conduct a qualitative study regarding the local Latino community's attitudes towards sexual assault and violence and to gauge its familiarity with SARCC and its services. These findings were to then provide SARCC cultural insight and inform its future Latino outreach and service efforts.

¹ The Mendoza Group, Inc. is located in Chester, Pennsylvania. For more information, see <http://www.mendozagroup.com/home.html> or call 484-768-1300.

Focus Groups

Participants

Qualitative market research was conducted through six (6) focus groups, consisting of Latino residents of Lebanon County². Three (3) focus groups were conducted with Latino teens and three (3) with Latino adults. Teens ranged in age from 14—20. Adults ranged in age from 21—55. A total of 31 teens participated, including 20 females and 11 males. A total of 32 adults participated, including 20 females and 12 males. Focus group participants were of Puerto Rican, Mexican, Cuban, Dominican, Chilean, and Brazilian descent.

Questions

Participants were asked open-ended questions about sexual violence including its definition, causes, and prevalence in the community; who victims and perpetrators of sexual violence are; participants' attitudes and values around sex, sexual violence, and social systems; cultural norms around sex, sexual violence, family relations and inter-generational communications; participants' knowledge about SARCC services and the likelihood that they would access such services if in need; and barriers Latino victims may face when interacting with community systems. To review all focus groups questions that participants were asked, please see Appendices A and B.

Findings

Focus groups were chosen as opposed to other research methods because of the rich qualitative data they produce. Lebanon's Latino community warmly welcomed the Mendoza Group, Inc. and focus group participants were generally willing to discuss their experiences and attitudes concerning sexual violence.

Common Findings across Groups

All focus group participants...

- expressed a great mistrust of police and the justice system
- felt that teen victims would be reluctant to confide in family regarding sexual assault
- believe counseling for sexual assault victims is crucial
- would be willing to support a sexual assault victim by attending a counseling session together
- indicated that the Latino community needs education about SARCC and its services

² Focus groups were conducted on August 2 and 3, 2005.

- believe schools are the best avenue to market and educate Latinos on sexual assault counseling services and issues
- confirmed that SARCC is a necessary resource to the Latino community

Differences in Findings across Groups

- Half of teen focus group participants knew someone who had been a victim of sexual assault, while only one-third of the adult focus group participants admitted to knowledge of an assault. In all responses, the victims were close friends or family of the participant(s).
- Approximately one out of five teens were aware of SARCC and its services, while only one out of 10 adults were familiar with SARCC.
- Many adult focus group participants would report a sexual assault to the police or “take matters into their own hands” by either keeping it in the family or retaliating in an aggressive manner. To protect their family, teen focus group participants would either keep their victimization to themselves or confide in a friend or relative (a non-immediate family member).
- Many teen focus group participants expressed concern about the assaulter/offender’s retribution against them if they reported the assault. Adult focus group participants were largely concerned about the safety of the surrounding community.

Teen Focus Group Summary

- Approximately half of the focus group participants admitted knowing someone who was a victim of sexual assault.
- Great fear exists among female Latino teens about disclosing their victimizations to family. They are afraid of not being trusted, of “family trauma/drama,” embarrassment, and retribution by the perpetrator.
- Latino teens are quite familiar with stories of family stress and separation following a young person’s disclosure of sexual victimization.
- Latino teens are divided on whether or not they would confide in anyone if they were a victim of sexual assault.
- Latino teens are divided as to whether they would tell their friends or relatives if they were victims of sexual assault; in the case of female teens, their tendency was to tell one close friend.

- Latino teens in Lebanon have a great mistrust of the police and would be hesitant to report a sexual assault.
- Approximately 20 percent of the teen focus group participants were aware of SARCC and its services.
- Teen focus group participants were inclined to go to counseling for sexual assault alone or with a trusted friend or relative.
- Teen focus group participants believe strongly that “no means no” in all situations. Some male teens admitted to trying to persuade girls who said “no.”

Adult Focus Group Summary

- Approximately one third of the focus group participants admitted knowing someone who was a victim of sexual assault.
- Adult focus group participants generally agreed that sexual assault victims, particularly teen female victims, would be hesitant to report a sexual assault for fear of embarrassment and/or because family members are usually involved.
- Adult focus group participants generally agreed that their children would be unlikely to confide in them.
- Great mistrust of the local police and the justice system exists among every focus group regarding the safety of children in the community.
- Adult focus group participants generally felt Latino parents and grandparents need to maintain open lines of communication with their children and grandchildren.
- Adult focus group participants acknowledged the Latino households are often stricter than households in mainstream society. Many Latino parents in Lebanon struggle to balance conservative cultural values with the desire to maintain open, communicative relationships with their children.
- Many adult focus group participants expressed skepticism of non-Latino “influencers” in the lives of their children.
- Adult focus group participants were divided on the best way to report an incident of sexual assault. Female focus group participants were more inclined to report an incident to the police while male participants were highly skeptical of police and the local justice system. Many admitted that they would prefer to handle the situation themselves.
- Adult focus group participants unanimously felt that counseling for a sexual assault victim was vital.

- Many adult focus group participants were willing to attend counseling sessions with relatives or close friends who were sexual assault victims.
- A handful of adult focus group participants knew about SARCC.
- Many adult focus group participants strongly agreed that SARCC could be a helpful resource for the Latino community.

Key Findings along Gender Lines

- The overwhelming majority of male adult and teen participants expressed mistrust of the local police and justice system in relation to responding to sex crimes committed against Latino victims and a desire to achieve justice on their own instead of reporting to the police.
- Focus groups revealed that the prevalence of male sexual assault victims in the Latino community is more significant than projected. Male victims and/or family members of male victims indicated that male victims tend to “bury it” in the past and suppress their emotions and experiences over a long period of time.
- Every male participant agreed that “no means no” in every sexual/intimate circumstance.
- Approximately 50 percent of female focus group participants admitted to knowledge of a sexual assault.
- The majority of sexual assaults discussed in all focus groups involved female victims.
- One adult female participant discussed the fear of deportation as a formidable barrier facing undocumented Latina women.
- Several female participants expressed concern about having access to bilingual and bicultural counselors.

Key Findings Regarding Sexual Victimization in the Latino Community

- Based on the stories shared by focus group participants in all groups, the majority of victims were female and under age 18 at the time of their attacks.
- The majority of perpetrators were known by their victims, including step-fathers, cousins, fathers, ministers, boyfriends, acquaintances, neighbors, spouses/intimate partners.

- Many victims in these stories were not believed or feared they would not be believed when they told their families about their victimizations.
- Several victims in these stories became pregnant as a result of rape.

Focus Group Participants' Recommendations for Outreach and Education

Teen Participants' Recommendations

Radio Advertising: Participants described 92.1 FM, a hip-hop/R&B radio station, as popular with Latino teens in Lebanon. Participants had varying levels of interest in Radio Omega.

Television Advertising: Participants identified several Spanish and English language television stations that they enjoy watching: Univision, Telemundo, MTV, and Lifetime.

Print Advertising: Several participants reportedly read newspapers to find information about local news, especially crime. Others preferred reading music and racing magazines such as the *Source*, *King*, and *Superstreet*.

Outdoor Advertising: One participant suggested billboards as a way to attract attention to raise awareness of SARCC's services.

Internet Advertising: Participants were favorable to receiving information about SARCC online. Several participants reported that they conduct web searches—including Google—to find information. Participants suggested large pop-up ads for online promotion of SARCC's services.

Collateral Materials: Participants suggested SARCC distribute outreach/educational literature and materials in movie theaters, WalMart stores (in women's and children's clothing sections and customer service), and schools. However some participants were skeptical about the effectiveness of SARCC's current brochures.

School Outreach: Participants continually stressed the need for SARCC to spread their message in elementary, middle, and high schools. They were passionate about the need for SARCC to reach students directly in the school environment. Participants recommended presentations at assemblies, watching testimonial videos about Latina victims coupled with an advisory message about how counseling helped her, display tables inside the cafeteria similar to military recruitment tables, and training of guidance counselors about SARCC's services and how to make referrals.

Adult Participants' Recommendations

Community Outreach: Participants suggested weekly, evening community meetings for adults to become better informed about SARCC's services and sexual violence issues.

Media Outreach: Participants felt that SARCC should use all forms of media (television, radio, print, etc.) to raise awareness about sexual violence and services. Messages should be in both Spanish and English. Participants had mixed reactions to public service announcements on television and radio. Some participants were skeptical if the media was the most efficient way to reach those in need of SARCC's services. Other participants suggested Radio Omega as a promising way to provide residents with information about SARCC and culturally sensitive staff.

School Outreach: Participants felt that educating young Latinos and their parents in the schools was the best outreach approach. Participants also felt that SARCC should educate school officials, including teachers and counselors, about the best methods of educating children about sexual violence. Participants suggested that SARCC host seminars for parents about sexual violence and available services. While participants believed that children should first learn about sex at home, they approved of extensive sex education in the schools.

Collateral Materials: Participants felt that culturally relevant bilingual brochures should be developed to inform the community about SARCC and sexual violence issues. More specifically, participants suggested that

- materials include Spanish language and culturally relevant “imagery”
- WalMart restroom would be the best location to distribute SARCC literature discretely
- video stores and game rooms would be good distribution centers to reach younger Latinos
- SARCC downplay “sexual violence” on the covers of brochures, fearing that young Latinos might not be comfortable taking literature home
- SARCC might consider packaging brochures and literature in a “gift” or goody-bag of some kind to make people more comfortable taking it home
- SARCC distribute materials/literature at local hospitals, community organizations, and government agencies
- SARCC develop a brochure specifically for Latina/o victims and one for families of victims

Cultural and Generational Considerations when Marketing to the Latino Population

Focus group results clearly showed commonalities and differences between generations, which directed the marketing team to develop multiple messages that would communicate to each unique age group in a culturally resonant manner. To these ends, the core characteristics of each Latino target profile were considered.

New Generation Latinos: Teens ages 12-17

Teens represent over 34% of the total US Latino population (US Hispanic Chamber of Commerce, 2006). Twenty percent of all teens in the United States are of Latino descent (US Census Bureau, 2002). While Latino teens demonstrate behavior that is consistent

with all teens, they may possess unique characteristics—such as language, family cohesion and dependence, and respect towards elders—that should be considered when developing marketing strategies.

Language. Latino teens may speak English fluently outside of the home. However, it is not uncommon for them to speak Spanish at home, especially if Spanish is the primary language of their families and elders. Many Latino teens may feel as if they have one foot in the English speaking world and the other in the Spanish-speaking world. This can be a source of stress or empowerment. They may feel like they do not know where they fit in or as if they have the “best of both worlds.” While many Latino teens speak English, marketing to this demographic population still demands a unique and culturally relevant approach. Using non-Latino teen campaigns is not necessarily effective.

Family Cohesion and Respect towards Elders. The role of family is central to many Latino individuals (Hewitt & Hewitt, 2001). The interdependence of family and respect for elders characterize many Latino families and communities (Hewitt & Hewitt, 2001). Latino elders and parents have significant input in Latino teens’ decisions and daily activities. Latino teens rely on and feel loyalty toward their elders. This is forged by language and acculturation factors which exist between Latino adults and teens. It is with this in mind that communications to the Latino teen must be adapted and integrated simultaneously into an adult messaging campaign.

Generation Ñ: Latino Adults ages 25-49

The composition of SARCC’s focus groups mirrored the national division of the Latino adult community’s three main groups:

1. “isolated” or Spanish-dominant
2. “acculturated” or bilingual
3. “assimilated” or English-dominant

It is important to recognize the diversity within the Latino population and avoid making assumptions in marketing campaigns. Degree of acculturation and language use are the key factors that distinguish the three adult groups. Because of the unique characteristics of each group, a one-size-fits-all marketing strategy is not effective. A creative message, combined with native cultural insight is essential when developing effective marketing campaigns to the Latino population.

“Isolated” or Spanish-dominant

Isolated or Spanish-dominant Latinos depend on the Spanish-language media in the US for their survival. This group is comprised of both recent immigrants who are relatively young and older immigrants who have been living in the US for decades. While both segments are very distinct, they are united by their dominant use of Spanish as a way to communicate.

“Acculturated” or bilingual

Acculturated or bilingual individuals may be younger, bicultural, and have more years of schooling. They can represent anywhere from 30 to 60 percent of the US Latino population (Synovate, 2004). One of the most distinguishing characteristics of this group is an ability to navigate comfortably between both English and Spanish cultures. A common trait among the “acculturated” or bilingual Latinos is their “language switching.” “Switching” was evidenced in the SARCC focus groups, yet Spanish was their default language.

“Assimilated” or English-dominant

Assimilated Latinos have typically been in the US for generations and have a Latino surname. Although they may not speak Spanish, they are often proud to identify themselves culturally as Latinos.

SARCC’s Media Approach

Radio was selected as the primary vehicle for SARCC’s communication plan because of its unparalleled ability to effectively reach and impact teens. In developing the strategy and analyzing the results of the adult focus groups, it became even clearer that radio is the primary source of information for Latinos in Lebanon County.

When developing the marketing approach, SARCC found it important to show how sexual violence is relevant to Lebanon County’s Latino population. To this end, the radio spots attempted to create a sense of ownership and responsibility among listener, whether it be the victim, friend/family member of a victim, or a volunteer. SARCC’s immediate goal was to generate enough interest among listeners that they would be compelled to act by calling for more information and/or to volunteer their time.

Target Audiences

After a careful analysis of the focus group findings, Mendoza Group, Inc. recommended that SARCC’s 2006 Latino marketing outreach campaign include variable tactics to address two core demographic populations in Lebanon:

1. Latino female teens, 14-18 years of age, who are bilingual, acculturated and the primary victims of sexual assault. This demographic target is highly concerned about the consequences of informing their family about being a sexual assault victim.
2. Latino adults, 25-54 years of age, who are Spanish-preferred, less acculturated and often parents and/or relatives of younger female victims. This demographic target is very aware and concerned about barriers to communication in Latino families, particularly regarding sex and sexual assault.

Objectives

Focus group findings led Mendoza Group, Inc. to identify four key marketing objectives to reach the targeted demographic groups. These objectives informed the development of the five radio spots that appear in the next section.

Teen Demographic

Objective 1: Tell teen victims that someone they can trust believes them.

Takeaway Message: “SARCC is a safe haven, a place where you will not be judged.”

Mendoza Group, Inc. recommended that SARCC address Latino teen females with messaging that builds trust, dispels fear, and reassures listeners that they are not alone. In general, Latina teens in Lebanon do not believe that their mothers and families will believe them and that they will only bring shame to their families by disclosing their experiences. SARCC’s marketing efforts aim to build trust among Latina teens—that SARCC is a non-judgmental and safe haven for sexual assault victims, a place where victims can tell their stories to objective counselors who will listen and not judge.

Objective 2: Tell teen peers of victims that counseling will help the victim recover.

Takeaway Message: “you can help your friend to get help from SARCC.”

Adult Demographic

Objective 1: Convey to parents (primarily mothers) the importance of letting your teen children know that you trust and support them and that SARCC can help.

Takeaway Message: “SARCC is here to support our family through this difficult time.

Objective 2: Tell adult victims and their peers that culturally-attuned bilingual help is available at SARCC.

Takeaway Message: SARCC has confidential bilingual counseling and staff who understand our culture.

Radio Spots

This section includes scripts from SARCC’s five radio spots, which are enclosed on CD. While most of these spots are SARCC-specific, rape crisis centers can adapt them to reach the Latino population in their respective communities. Additionally, “*It can Happen to Anyone*” is available for rape crisis centers to use immediately, as it provides information about the Pa. statewide hotline—which routes callers to the rape crisis center in their communities—instead of contact information specific to SARCC.

When customizing your radio spots, consider recruiting volunteers from the Latino community to serve as actors/voices. Reach out to local colleges/universities, community

centers, churches, retailers/bodegas, and other venues to find volunteers. If you are able to conduct focus groups with the Latino population in your community, you may find that several participants are deeply invested in the issue and willing to donate their time to adapting the radio spots. For technical assistance on adapting the radio spots, contact SARCC (717-270-6972) or PCAR (1-800-692-7445).

“You’re Doing the Right Thing”

The spot is recorded in English, given the prevalence of English-speaking teens in Lebanon County. Placement of the spot will focus primarily on the top English-language contemporary station in the market; in this case, Hot 92.1FM (Lebanon).

Radio voiceover is a young female victim who confides in her friend Gina, who in turn, refers her to SARCC. This spot identifies factors that can help victims overcome their barriers to getting help. Three key themes appear in this spot: I believe in you, you won’t be embarrassed, and you did nothing wrong.

Script:

WOMAN #1—Teen Female

I was a victim of sexual assault. I wanted to tell, but I knew that it would break up our family. The person who attacked me was someone I knew and trusted. I was confused and depressed for a very long time, but I told my best friend, Gina, and she told me about SARCC and that I could call any time day or night and that a counselor was prepared to listen and could find me help to feel better about myself...that it’s not my fault. She told me that whatever I said would be kept confidential. It was hard taking that first step and without Gina, I might not have done it.

Thank you, Gina...and thank you, SARCC.

ANNCR:

Sexual assault is a crime. If it is against your will, it is against the law. You may know someone who is a victim of sexual assault. Help them to take that first step and call or visit SARCC. You’re doing the right thing. Our Help Line is available 24 hours every day at 717-272-5308, or stop in at the Sexual Assault Resource & Counseling Center, located at 615 Cumberland Street in Lebanon, Pennsylvania. Our 24-hour Help Line number is 717-272-5308.

“There Is Someone Who Is Ready To Listen Who You Can Trust”

The radio voiceover features a Latino mother and daughter. The mother reassures her daughter that she trusts her and will support her through the counseling process at SARCC. The spot is recorded in Spanish. The dialogue between mother and daughter emphasizes their closeness and the mother’s willingness to support her daughter through the healing process. Three key themes appear in this spot: we (your mother or relative) trust you, we believe in you, and we will get through this together.

Script:

No Music Bed...

WOMAN #1 – Motherly Adult Hispanic Female:

Hija, I love you and we're going to get through this together. The counselors at SARCC are professionals who know how to help victims of sexual assault.

WOMAN #2 – Teen Daughter:

How can they help me Mom, if it didn't happen to them? Nobody can help me!

WOMAN #1 – Motherly Adult Hispanic Female:

I can imagine how hard it must be, and I'm here for you to help in any way that I can. SARCC's counselors work with victims of sexual assault every day and know how to help and guide you. Everything that you say to them is between you and your counselor only. They are ready to listen anytime, day or night, when you need them, just like I am. But, hija, we need guidance and advice from women just like you and me who know what to do.

WOMAN #2 – Teen Daughter:

Would you go with me, if I call, Mom?

WOMAN #1 – Motherly Adult Hispanic Female:

Of course I will, hija! We'll get through this together.

WOMAN #2 – Teen Daughter:

I love you, Mom...

ANNCR:

Sexual assault is a crime. If it is against your will, it is against the law. You may know someone who is a victim of sexual assault. Help them to take that first step and call or visit SARCC. You're doing the right thing.

Our Help Line is available 24 hours every day at 717-272-5308, or stop in at the Sexual Assault Resource & Counseling Center, located at 615 Cumberland Street in Lebanon, Pennsylvania. Our 24-hour Help Line number again, is 717-272-5308.

“It Happened To Someone I Love”

The spot is recorded in Spanish with a hint of English accent to identify with both teen and adult listeners. The theme centers on a man who speaks of his 27-year-old brother's trauma as a result of being sexually victimized at a younger age. The message reinforces that the trauma is still very much alive and encourages males to seek help for themselves if they are victimized or for loved ones who may be victims, regardless of how old they are.

Script:

No Music Bed...

Young Male:

My brother, José, was a victim of sexual assault. He is now 27 years old, and he has a family of his own. He's never told anyone but me, and we spoke about it only once (pause)until now. Someone we both love was sexually assaulted and confided in my brother. As I listened to him recollect the same experience, it was as if it had happened to him yesterday. I told him about the Sexual Assault and Resource & Counseling Center, also known as SARCC...

ANNCR:

Sexual assault is a crime. It can happen to anyone. If it is against your will, it is against the law. If you or someone you happen to love is a victim of sexual assault, take that first step and call or visit SARCC.

Our Help Line is available 24 hours every day at 717-272-5308, or stop in at the Sexual Assault Resource & Counseling Center, located at 615 Cumberland Street in Lebanon, Pennsylvania. Our 24-hour Help Line number is 717-272-5308.

Young Male:

SARCC helped José regain some of the self-confidence that he lost so long ago. It's great to see him truly smiling again and helping other victims through SARCC's Help Line.

“Be A Friend”

Recruitment of volunteers for SARCC is the goal with the “Be A Friend” message. In this spot, two young adult female family members catch up on each other's lives when they meet up at a family birthday party.

Script:

Happy Birthday (in Spanish) trails off in background...

Scenario: Family birthday party; two sisters-in-law catching up...

WOMAN #1 – Gloria:

It's been too long since we've seen each other, Vanessa. We're going to have to rely on catching up at our family reunions, eh? Dad told me that you have a new job.

WOMAN #2 – Vanessa:

Not exactly...it's been very interesting. I started volunteering at SARCC about six months ago, which is a local non-profit counseling center that helps victims of sexual assault.

WOMAN #1 – Gloria:

What exactly do you do?

WOMAN #2 – Vanessa:

There are a number of things that you can do, but I find that where I've been most helpful is in answering the phone at SARCC's 24-hour Help Line. There are so many victims of sexual assault who would prefer to speak to someone by phone, and SARCC trained me to listen and guide these victims to the proper counseling services and support that might best help them. I've never done anything like this before, but it makes me feel like I'm truly making a difference by being able to help someone, even if it is only by listening.

WOMAN #1 – Gloria:

You can tell that you love it, Vanessa. Would you mind if I stopped by for a visit to see how I can help?

WOMAN #2 – Vanessa:

Sure they'd love to have you! SARCC is always looking for more volunteers, and I know that they would be happy to have some of those volunteers speak Spanish. Right now SARCC has 10 employees and 40 volunteers. Oh..Oh...it's time to break the piñata! Let's continue this conversation when you come to visit me next week...how's that?

WOMAN #1 – Vanessa:

Love it!

ANNCR:

The Sexual Assault Resource & Counseling Center is a non-profit agency that relies on its corps of volunteers to help support its mission in helping victims of sexual assault obtain counseling and support services that will help them cope with the trauma of being a victim of sexual assault. SARCC's hours are 24 hours a day, every day, and we count on the generous time of our volunteers to assist us in providing SARCC's support services to our clients by simply being a friend. Whether it is one hour a day or one day a week, SARCC needs your help. If you are interested in being a SARCC volunteer, please call us at 717-272-5308 or visit us at 615 Cumberland Street in Lebanon, Pennsylvania.

“It Can Happen to Anyone.”

This spot speaks to all of our audiences—volunteers, victims, and family and friends of victims. This spot is not Lebanon-specific; the Pa. statewide hotline is provided as a way to help connect listeners to the rape crisis centers located in their communities. The message is simple and direct and features one female spokesperson. The spot is available in English and Spanish.

Script:

No Music Bed...

ANNCR:

It can happen to anyone, young or old, male or female, at anytime, and anywhere. It can even happen to you, or someone you love; it's sexual violence, and if it's against your will, it's against the law.

Knowing who to turn to after a sexual assault is the first step towards recovering from this traumatic crime.

Through the Pennsylvania Coalition Against Rape and its network of 52 local rape crisis centers, your community has a team of expertly trained professionals committed to helping victims of sexual violence obtain the counseling and support services they need to heal.

If you need help, whether it is to seek counseling for you or a loved one... or, if you are interested in donating your time to helping a victim, call your local rape crisis center at 1-888-772-PCAR. Help is available 24 hours a day. For more information, call 1-888-772-PCAR. That's 1-888-772-7227.

Tips for Adapting and Implementing SARCC's Marketing Campaign Locally

The Power of Radio

Spanish-language radio is considered one of the most reliable and trustworthy communication channels through which adult Latinos obtain information. SARCC's focus group results support this belief. Many Latinos prefer Spanish-language as opposed to English-language radio, not only because they can understand the language, but also because Spanish-language radio offers a unique cultural forum with which Latino groups can identify.

Radio is utilized by the Latino population as a means to access information, as much as, if not more than entertainment. In some Commonwealth markets, radio is the only method of communication about issues that are relevant to the Latino community. The efficiency of radio is maximized in Spanish-language formats, as every time is considered peak listening time.

Planning your Media Buy

When selecting radio, it is vital to consider the composition of two core demographic audiences described earlier: new generation Latinos and generation N (see SARCC's Media Approach). Furthermore, it is important to consider whether the listeners are isolated, acculturated, or assimilated (see SARCC's Media Approach).

Spanish-language radio reaches the majority of the population within the first two segments; however, hip-hop and talk radio formats on English-language radio have captured a significant share of acculturated and assimilated Latinos. With this in mind, radio plans must be diversified and include both Spanish-language and specific English-language stations.

When researching local Spanish-language radio outlets in local markets, utilize the resources of other local social service agencies and/or the local municipal press office. Another very reliable resource of reference is a local Latino retailer (bodega) or restaurant.

Following is a listing of Spanish-language radio outlets in primary Latino metro markets in Pennsylvania:

- WHOL-AM, Allentown/Bethlehem
- WMCE-FM, Erie
- WWII-AM/El Sabor Latino, Harrisburg
- WLCH-FM/Radio Centro, Lancaster
- WEMG-AM/La Mega, Philadelphia
- WTTM-AM/La Rumba, Philadelphia
- WXAC-FM, Reading
- WVYC-FM/Radio Caliente, York

Before placing a media buy, consider the following tips:

- 1) Inquire as to whether the station has a low-power or full-power signal. The reach of the station is much wider when it transmits at more than 10,000 watts, and the price per commercial/spot will be higher. The low-power stations generally cover less than 10,000 watts, which translates into the short-distance signal area that surrounds its transmitting antenna.
- 2) An efficient “buy” is one that provides at least 12-15 spots per week. It is not unusual to negotiate a 2 for 1 purchase, as long as one’s budget is substantial (\$1,500 to \$2,000 per week). An efficient schedule (a.k.a. flight) runs at least 4-6 weeks.
- 3) An optimum schedule is one that begins with a heavier rotation than it ends. If the rape crisis center is one that generates higher traffic during specific peak days, plan the buying schedule accordingly.
- 4) Know the targeted audience before planning media buys. Focus groups do not have to be prohibitively expensive. If a rigorous study is not possible, assess the community by talking to a minimum of 15 representatives from the local Latino community, representing varying socio- and demographic backgrounds.
- 5) Diversify. While Spanish-language radio has proven to be a cost-effective medium, it is important to consider a diverse plan with alternative media sources, i.e., newspaper. Newspaper has the ability to provide information that radio cannot accomplish in 60 seconds.

Radio Advertisements

The successful radio ad is one that builds a story around the entire campaign and is enhanced through recall and overall receptivity, especially when several messages are being communicated. One unique characteristic of the Spanish-language radio ad is that it spends a good deal of time explaining the core of the message through testimonial examples and evoking an emotional message with the intention of capturing a “share of heart” among listeners.

Additional Considerations:

Word of mouth advertising is another powerful communications tactic that exists within the Latino market. SARCC recognized that media alone would not be enough to “spread the word.” The feedback provided by SARCC’s focus group respondents provided new insight and direction on some of the long-term marketing strategies that can inform the agency’s sustained outreach program.

These additional components will allow SARCC to continue branding and informing its name and mission on a consistent basis through Lebanon County’s Latino community.

Additional marketing suggestions include:

- Transcreation of SARCC’s web site to Spanish.
- Design of bilingual SARCC brochure and flyer
- Production of a testimonial (local) documentary – 3 to 5 minutes
- School outreach to include elementary through high schools: distribution of information, personalized workshops and/or presentations.
- Non-traditional retail distribution of collateral materials; for example Wal-Mart restrooms, video stores and game rooms
- Train middle and high school guidance counselors on SARCC services; provide them with materials for distribution.

Conclusion

When developing a public awareness campaign for any cultural group, it is critical that the messages match the realities, needs, and strengths of the audience. Campaigns must be culturally relevant if they are to be effective.

When developing outreach and public awareness campaigns to reach traditionally underserved groups, rape crisis centers may use SARCC’s five-step approach as a guide:

- 1.) Identify gaps in services and underserved groups through strategic planning, community needs assessment, other form of evaluation.
- 2.) Review existing services, public awareness campaigns, materials, prevention efforts, etc. to determine both strengths and weaknesses in reaching underserved populations.
- 3.) Conduct a needs assessment or qualitative study (through focus groups) with underserved groups to determine strengths, needs, and culturally-relevant responses.
- 4.) Analyze and apply findings to future services, public awareness campaigns, materials, prevention efforts, etc.
- 5.) Develop culturally-relevant services to reach underserved groups.

Resources

- Governor’s Advisory Commission on Latino Affairs: www.gacla.state.pa.us or 717-783-3877
- Mendoza Group, Inc.: www.mendozagroup.com/home.html or 484-768-1300

- National Sexual Violence Resource Center: www.nsvrc.org or 877-739-3895
- Pennsylvania Coalition Against Rape: www.pcar.org or 800-692-7445
- Pennsylvania Association of Latino Organizations: www.paloweb.org or 717-920-4727
- Pennsylvania Latino Chamber of Commerce: 717-920-9920
- Sexual Assault Resource and Counseling Center: 717-270-6972

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Appendices

Appendix A

Focus Group Questions: Teen

1. How would you define sexual violence?
2. Is this a problem in your community?
3. Who are the victims and who are the offenders?
4. If you or a member of your family was assaulted who do you go to for help?
5. Would you tell?
6. Why do you think it occurs?
7. Why do you think sexual assault occurs in your community?
8. Would you pick up a brochure on sexual assault and where would you feel comfortable finding it?
9. Do you know what is
 - Incest
 - Spousal sexual assault
 - Date rape
 - Acquaintance rape
 - Sexual Harrassment
10. Would a Latino teen go to law enforcement for help? The hospital? The clergy? The school? Friends?
11. How does music, TV or the media influence your thoughts or beliefs about sexual assault?
12. What radio stations do you listen too?
13. What television stations do you watch?
14. What websites provide you with information on important issues?
15. Do you read the newspaper?
16. Where do you go for important teen information?
17. Have you heard about SARCC?
18. What do you know about SARCC?
19. What might prevent a Latino needing SARCC from knowing about it, accessing it and effectively using it.
20. What would make you want to help SARCC reach its mission? Would you volunteer?
21. Does no mean no?
22. Just what is considered sex and sexual assault by teens and adults in your community?
23. Would you report child abuse? To whom?
24. Where would you look for help? Phonebook, online, friends, etc.
25. Do Latino teens blog in Lebanon County?
26. Are media and parents sending mixed messages about sex and sexual assault?
27. Do you think it is okay.....
 - For a boy who takes a girl out on a date to force a girl to have sex?
 - To force a girl to have sex if she and the boy are “going together” and have had sex in the past?
 - To force a girl to have sex if she consented and then changed her mind?

- To have sex with a girl that is drunk?
- For a girl to force a boy to have sex without his consent or when he is drunk?

28. If a friend or a date forced you to have sex who would you most likely tell?

29. Is date or acquaintance rape usually accompanied by excessive drinking or drug abuse?

Appendix B

Focus Group Questions: Adult

1. How would you define sexual violence?
2. Is this a problem in your community?
3. Who are the victims and who are the offenders?
4. If you or a member of your family was assaulted who do you go to for help?
5. Would you tell?
6. Why do you think it occurs?
7. Why do you think sexual assault occurs in your community?
8. Have you talked to your children about sexual assault? What have you taught them?
9. How is counseling viewed by your community?
10. What media would you use to find help or learn about a subject?
11. Have you heard about SARCC?
12. What do you know about SARCC?
13. What might prevent a Latino needing SARCC from knowing about it, accessing it and effectively using it.
14. How frequent is sexual assault? Is it more or less frequent among Latinos?
15. How serious is this problem compared to other issues in the Latino home?
16. What might happen if your family intervenes?
17. What happens to a person in your community if nothing is done?
18. Where would he or she go to get help if the family and SARCC are not seen as options?
19. What can we do to prevent children from ever having this problem?
20. Would you pick up a brochure on sexual assault and where would you feel comfortable finding it?
21. Do you know what is
 - a. Incest
 - b. Spousal sexual assault
 - c. Date rape
 - d. Acquaintance rape
 - e. Sexual Harrassment
22. Would a Latino go to law enforcement for help? The hospital? The clergy?
23. How does music, TV or the media influence your thoughts or beliefs about sexual assault?
24. What would make you want to help SARCC reach its mission?
25. Would you volunteer? Would you donate money?
26. Does no mean no?
27. Just what is considered sex and sexual assault by teens and adults in your community?
28. Would you report child abuse? To whom?