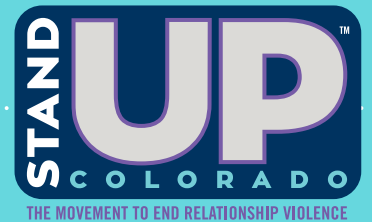




Preventing Relationship Violence Through Community Change

**Results from a Baseline Survey on Coloradans' Readiness to
Address Relationship Violence as a Community**



Prepared for Violence Free Colorado

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About CPR

This report was prepared by the Center for Policy Research (CPR) for Violence Free Colorado. CPR is a nonprofit research and evaluation center in Denver, Colorado.

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Executive Summary

BACKGROUND

This report is part of an ongoing evaluation of the Stand Up Colorado social change initiative. Stand Up Colorado is a campaign aimed at preventing relationship violence (RV). The overall evaluation of the campaign will include both process and outcome components. This report focuses on the baseline survey that was conducted as part of the outcome evaluation.

METHOD AND SAMPLE

The baseline survey was developed in collaboration with the Stand Up Colorado Campaign through several meetings in early 2017. The survey was first developed in English and translated into Spanish by a third party. Participants for the evaluation were recruited through Facebook Ads.

In all, 242 participants completed the entire survey (all scales and the demographics section), and 237 provided an email address to receive the incentive. An additional 59 participants completed some of the survey (some scales, but not the demographics). Therefore, for any one scale there may be up to 301 responses. Based on available Colorado census data, this provides us with a confidence interval of 6-7%, depending on the scale. This means that when a percentage is provided, the real or actual percentage could be 6-7% higher or lower. This is a decent level of precision for evaluating a social intervention such as Stand Up Colorado.

Overall, our sample was satisfactorily aligned with Colorado demographics. However, there were a few marked differences that should be kept in mind when thinking about how representative the sample is. Specifically, the sample had smaller proportions of Republicans, high earners, and Christians, than the state of Colorado. It also reflected a slight oversampling of Latinx people.

RESULTS

We first asked participants to report on their readiness, willingness, and knowledge about intervening in RV. Most participants reported having a high level of confidence in their ability to recognize RV (89%). However, based on how Coloradans defined RV, this is likely an overestimate of participants' ability to recognize RV. **Even so, 93% of participants felt that they should do something if they see RV happen.** This indicates that most Coloradans care that RV happens and feel a personal responsibility to act. However, a much smaller percentage (64%) said they would know what to do if they saw RV happen. Participants reported having less confidence and/or knowledge about what to do about the person causing harm. **Notably, 71% said they would not know how to help someone stop being abusive.**

We then asked participants to report on social norms regarding RV intervention. Many people generally felt that there is a **social expectation to intervene when they witness physical or sexual violence against their friend or family member.** However, when it comes to non-physical violence or violence against a **stranger or neighbor, the norm is to *not* intervene.** Similarly, many respondents felt there is a norm that RV is a private matter; if you are not a friend or family member of someone involved, then it is not supposed to be any of your business.

Respondents were also asked to review a list of behaviors, and then identify whether they were an example of a/n "Abusive relationship," "Bad, but not abusive relationship," "Okay relationship," or "Really good relationship." The middle categories of "Bad, but not abusive" and "Okay relationship" were specifically added to find out

which behaviors Coloradans felt were in the “gray” area and, therefore, should be the focus of targeted messaging and discussions. Responses varied by question. Generally speaking, RV that involves children or emotional coercion and threats was rated as abusive. Sexual violence and isolation were the behaviors that had higher rates of “gray area” responses.

Because the long-term goal of the Campaign is to change behavior, we asked about current intervening behavior to establish a baseline. The results indicate that **the most common intervention strategies Coloradans currently employ are talking to the person being harmed (58%) and talking to someone close to the person being harmed (41%). Only 29% talk to the person causing harm when they hear about or witness RV.** As a follow-up question, we asked people about the reasons they did not do something when they knew RV happened or was happening. People cited the potential danger or downside of getting involved as the most common reason for not intervening. **The top reason for not getting involved was concern that there would be negative consequences for the person being harmed (36%).** Similarly, 32% were worried that someone else would get hurt, 24% were worried they would get hurt, and 18% were worried there would be other negative consequences for them. In addition, 10% were worried there would be negative consequences for the person causing harm.

Finally, participants completed three validated attitudinal scales to measure the degree to which they believe RV myths, adhere to subtle sexism, and believe in subtle forms of racism. Coloradans generally **do not believe that RV is rare nor that women cause or deserve it.** However, many still believe that women can “just leave” or that there is something wrong with them if they “stay.” Most rejected subtle forms of sexism. Results also indicate that Coloradans generally reject prevailing racist myths. However, given the mixed results regarding Coloradans’ understanding of the structural nature of racism and the ways in which it impacts lived experience, the specific barriers and needs of people experiencing abuse who are also people of color must be effectively addressed.

RECOMMENDATIONS

We recommend that campaign communications follow this proposed 4-step strategy:

1. **Connect with the audience (i.e., talk about what most people answered correctly or where they did well),**
2. **Get people to question their current knowledge or attitudes (i.e., talk about what most people got wrong or where they need to improve),**
3. **Provide them with the new knowledge (e.g., show them the new information and new way of thinking), and**
4. **Give them an action roadmap (e.g., give them concrete steps, in order, for what to do).**

The findings from this baseline report can be used to inform steps 1 and 2, and which topic areas to cover for step 3. Promisingly, there are many areas where Coloradans demonstrated their good intentions and desire to help others (as shown above). This can be a useful starting point to connect with the campaign audience.

Once this connection is established, the results from the baseline report can be used to focus on the areas that most people answered incorrectly, or identified as a “gray area.” For example, video or blog content could be written to specifically improve readiness and address norms, particularly with headlines that will catch people’s attention and make them question what they currently believe. A blog title such as *“Is RV really a public matter?”* could catch people’s attention. Another blog title could be, *“5 reasons to do something about RV even if you don’t have the whole picture (and what to do).”* Additional examples that can be useful for the Stand Up Colorado Campaign to use for brainstorming future campaign efforts are provided in the report.

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1.0 Introduction and Background

1.1 EVALUATION PROJECT OVERVIEW

This report is part of an ongoing evaluation of the Stand Up Colorado social change initiative. The overall evaluation will include both process and outcome components. This report focuses on the baseline survey that was conducted as part of the outcome evaluation.

This project is part of an ongoing social change effort to prevent relationship violence in Colorado.

1.2 GOALS OF THE STAND UP COLORADO CAMPAIGN MEASURED IN THE OUTCOME EVALUATION

Stand Up Colorado is a campaign designed to prevent relationship violence (RV). Stand Up Colorado has short-, intermediate-, and long-term outcome goals. Table 1.1 shows the goals measured by our outcome evaluation survey.

TABLE 1.1 CAMPAIGN GOALS MEASURED FOR THE OUTCOME EVALUATION

SHORT-TERM OUTCOMES	INTERMEDIATE OUTCOMES	LONG-TERM OUTCOMES
Increase in understanding about the many facets of relationship violence	Normalize community intervention in relationship violence	Change in community members' knowledge, attitudes, and behaviors
Increase in knowledge of where to access information on relationship violence	Increase in community willingness to intervene	Decrease in anti-social behaviors
Increase in knowledge about how to intervene	Change in attitudes and behaviors around relationship violence	Increase in community connectedness/social cohesion around creating safety communities

1.3 EVALUATION SURVEY DEVELOPMENT

The evaluation survey was developed in collaboration with the Stand Up Colorado Campaign through several meetings in early 2017. We submitted an IRB application and received exempt status. The survey was first developed in English and then translated into Spanish by a third party. Both surveys are provided in Appendix A.

1.4 EVALUATION SURVEY RECRUITMENT

Participants for the evaluation were recruited through Facebook Ads, which went live on September 18th, 2017. The ads were provided in English and Spanish; separate versions were made for women and for men. We created four versions of each set of ads, and set the following criteria in Facebook for ad delivery:

- Women, English, Colorado, 18+
- Women, Spanish, Colorado, 18+
- Men, English, Colorado, 18+
- Men, Spanish, Colorado, 18+

A sample of the ads and ad images is shown in Figure 1.1. Multiple changes were made to the ads in order to maximize conversion rates. Specifically, we tried:

- Single images only
- A carousel of images
- Three PowerPoint-based videos (with captions)



FIGURE 1.1. SAMPLE OF THE CONTENT AND VISUALS USED IN THE FACEBOOK ADS

1.5 A NOTE ABOUT LANGUAGE IN THIS REPORT

Some of the terms used in this report differ from the language used in the Stand Up Colorado Campaign. For example, whereas the Campaign uses the phrase “person experiencing relationship violence,” this report uses terms such as “survivor” or “victim.” These terms are used in the report for ease of reading and/or because they reflect the language used in a scale included in the survey.

2.0 Sample Information

2.1 SURVEY COMPLETION

In all, 242 participants completed the entire survey (all scales and the demographics section), and 237 provided an email address to receive the incentive. An additional 59 participants completed some of the survey (some scales, but not the demographics). Therefore, for any one scale there may be up to 301 responses. Based on available Colorado census data, this provides us with a confidence interval of 6-7%, depending on the scale. This means that when a percentage is provided, the real or actual percentage could be 6-7% higher or lower. This is a decent level of precision for evaluating a social intervention such as Stand Up Colorado.

Total sample (English and Spanish)

- 100% completed surveys = 242 (emails = 237)
- Up through the define RV section = 255
- At least one complete scale = 301

English surveys

- Completed 100% of the survey = 192
- Completed up through the define RV section = 198
- Completed at least one scale on the survey = 234
- Completed some of the define RV section = 18
- Completed the first scale only (confidence in RV) = 14
- Completed up through social expectations = 3

Spanish surveys

- Completed 100% of the survey = 52
- Completed up through the define RV section = 57
- Completed at least one scale on the survey = 67
- Completed some of the define RV section = 2
- Completed the first scale only (confidence in RV) = 4
- Completed up through social expectations = 4

2.2 PARTICIPANT DEMOGRAPHICS

The Stand Up Colorado initiative is currently focused on Coloradans between 18 to 34 years old. Most (59.1%) of our participants fall within this age range. A secondary focus is on adults between the ages of 35-49, which is 17.05% of the baseline sample. Given the focus on adults 18-34 years old, this sample balances the priority audience with an acceptable representation of Coloradans in other age groups.

In all, 301 people completed at least part of the survey. **However, approximately 20% of participants did not complete enough of the survey to provide demographic information (the last section of the survey) and, as such, their demographics are unknown.** Most participants were between the ages of 18-29 (51%); 15% were between the ages of 30-39, and 10% between the ages of 40-49. The remaining 6% were over 50 years old.

TABLE 2.1 AGE RANGES OF PARTICIPANTS (N=301)

AGE RANGE	% (N)	COLORADO %
18-19	12.6% (38)	-
20-29	38.5% (116)	14.7%
30-39	15.3% (46)	14.6%
40-49	10.4% (23)	12.9%
50-59	4.4% (14)	13.2%
60+	1.6% (5)	19.3%
<i>Missing</i>	19.6% (59)	

Source: 2016 ACS 1-Year Estimates, Table S0101

In terms of gender, 53% were women, 25% were men, and about 2% were transgender, non-binary, or chose “none of these options describe my gender.” About 55% self-identified as female, 25% male, and 0.7% as intersex.

TABLE 2.2 GENDER AND SEX OF PARTICIPANTS (N=301)

	% (N)	COLORADO %
GENDER		
Woman	53.2% (160)	-
Man	24.9% (75)	-
Transgender	0.3% (1)	-
Non-binary	1.7% (5)	-
None of these options describe my gender	0.3% (1)	-
<i>Missing</i>	19.6% (59)	
SEX		
Female	54.8% (165)	49.98% (2,139,240)
Male	24.9% (75)	50.02% (2,140,793)
Intersex	0.7% (2)	-
<i>Missing</i>	19.6% (59)	

Source: 2016 ACS 1-Year Estimates, Table B01001

Most participants (67%) reported their sexual orientation as straight, with about 7% being bisexual, 3% queer, and 2% lesbian or gay. Another 1% reported that none of those options described them accurately.

TABLE 2.3 SEXUAL ORIENTATION (N=301)

SEXUAL ORIENTATION	% (N)
Straight/Heterosexual	67.1% (202)
Bisexual	7.3% (22)
Queer	2.7% (8)
Lesbian or Gay	1.7% (5)
I do not identify with any of these choices	1% (3)
Asexual	0.7% (2)
Missing	19.6% (59)

Participants also reported on their race and/or ethnicity, with the largest category being white (42%) and second being Latinx (23%). In comparison to the latest available census information on Colorado adults, our sample included a slight oversampling of people who are Latinx.

TABLE 2.4 RACE AND/OR ETHNICITY OF PARTICIPANTS (N=301)

RACE/ETHNICITY	% (N)	COLORADO %
White	41.5% (125)	73.9% (2,810,513)
Hispanic or Latinx	22.6% (68)	17.5% (664,462)
African American	3.7% (11)	3.7% (138, 811)
American Indian Alaska Native	2.7% (8)	0.6% (23, 946)
Asian	2.3% (7)	2.7% (103, 339)
Two or more races	6.6% (20)	1.4% (53,562)
My race/ethnicity not listed	1% (3)	-
Intersex	0.7% (2)	-
Missing	19.6% (59)	

Source: U.S. Census Bureau, 2010 SF 1 100% Data, Table P11 *one race alone.

Most participants spoke English at home (65%), with 13% speaking Spanish or Spanish Creole at home. This proportion is similar to the breakdown of how many surveys were completed in English versus Spanish. It also reflects on our slight oversampling of Latinx individuals; in Colorado 83.7% of the population speaks English at home.

TABLE 2.5 LANGUAGE SPOKEN AT HOME (N=301)

LANGUAGE SPOKEN AT HOME	% (N)	COLORADO %
English	65.4% (197)	83.7% (3,583,004)
Spanish or Spanish Creole	13.3% (40)	11% (472,034)
Vietnamese	0.7% (2)	-
Arabic	0.3% (1)	-
Language that is not listed	0.7% (2)	-
<i>Missing</i>	19.6% (59)	

Source: 2016 ACS 1-Year Estimates, Table B16007

Most participants (58%) were enrolled in school at the time of the survey. About 32% had earned a high school diploma, and about 20% had earned a trade degree/certificate or associate's degree. Another 19% had earned a bachelor's degree, and approximately 5% had a post-graduate degree. Our sample closely mirrors Colorado educational achievement; the most significant difference is in the percentage who had a graduate or professional degree. The percentage of Coloradans with such a degree is roughly double (13%) that of the same population in our sample.

TABLE 2.6 EDUCATION STATUS (N=301)

	% (N)	COLORADO %
SCHOOL ENROLLMENT		
Currently enrolled in school	57.5% (173)	-
<i>Missing</i>	19.6% (59)	
HIGHEST LEVEL OF EDUCATION ACHIEVED		
Some grammar or high school, no diploma/GED	4.7% (14)	9.1% (388,371)
High school diploma or GED	31.9% (96)	23.2% (993,572)
Trade degree or certificate	8.3% (25)	-
Associate's degree	11.6% (35)	7.5% (322,529)
Bachelor's degree	18.6% (56)	23.3% (996,502)
Graduate or professional degree	5.4% (16)	13.05% (558,608)
<i>Missing</i>	19.6% (59)	

Source: 2016 ACS 1-Year Estimates, Table S1501

About 59% of participants had some form of income: approximately 35% of our sample had a full-time job, 24% reported part-time, seasonal/temporary employment, or multiple jobs. Approximately 13% did not have employment and another 9% reported being retired, an unpaid parent/caregiver, or having a disability.

TABLE 2.7 EMPLOYMENT STATUS (N=301)

CURRENT EMPLOYMENT STATUS	% (N)
1 job, full-time	34.6% (104)
1 job, part-time	13.6% (41)
Not employed	12.6% (38)
Multiple jobs	6.3% (19)
Seasonal, temporary, “gig” employment	4.3% (13)
Unpaid stay-at-home parent/caregiver	4.7% (14)
Retired	2.7% (8)
Not able to work (e.g. disability)	1.7% (5)
<i>Missing</i>	19.6% (59)

Household sizes ranged from 1 to 21 people, with a mean of 3.2 ($s=1.9$) and median of 3. About half of the sample (53%) lived in a home with 2-4 people. In about 12% of cases, the respondent lived alone. Approximately 30% lived with more than 4 people. These numbers reflect a similar household size composition between our sample and Colorado overall.

In terms of household income, just over 40% earned less than \$40,000 per year, 30% earned between \$40,000 and \$100,000, and 7% earned more than \$100,000.00 per year. Our sample had a higher proportion of people making less than \$40,000 per year than Colorado. We also had a lower percentage of high earners. Whereas nearly 30% of Colorado adults make 100,000 or more a year, only 7% percent of our sample made as much.

TABLE 2.8 HOUSEHOLD SIZE AND INCOME (N=301)

	% (N)	COLORADO %
HOUSEHOLD SIZE		
1 person	12.3% (37)	27.3%
2 people	19.3% (58)	35.5%
3 people	17.6% (53)	15.1%
4 or more people	29.1% (88)	22.1%
HOUSEHOLD INCOME		
Less than 10k	8.6% (26)	5.2% (108,697)
10- \$19,999	14.3% (43)	7.7% (161,281)
20- \$29,999	12.3% (37)	8.3% (174,900)
30- \$39,999	7.3% (22)	8.5% (178,887)
40- \$49,999	13% (39)	8.2% (172,086)
50- \$59,999	6.6% (20)	8% (167,806)
60- \$99,999	11.3% (34)	24.3% (511,896)
100k+	6.6% (20)	30% (633,439)
<i>Missing</i>	19.6% (59)	

Source: 2016 2016 1-Year Estimates, Tables B19001 and S2501

For political affiliation, 29% of our sample identified as Democrat and 28% as unaffiliated. Another 17% identified as Independent; only 6% identified as Republican. This represents a significant difference from state-wide statistics, where 30% of voters are registered as Republicans.

TABLE 2.9 POLITICAL AFFILIATION (N=301)

POLITICAL AFFILIATION	% (N)	COLORADO %
Democrat	28.6% (86)	30.6% (1,145,963)
Republican	6% (18)	30.2% (1,129,640)
Independent or other	17.3% (52)	39.1% (1,463,780)
I do not identify with any of these	28.2% (85)	-
Missing	19.6% (59)	

Source: Colorado Secretary of State, 2017 Voter Registration Statistics, October 2017 Report
 *Includes both active and inactive registered voters (N=3,739,383).

We also asked participants about their religious beliefs. Approximately 34% identified as Christian, 16% as spiritual but not religiously affiliated, and another 16% as not affiliated with any of the given categories. 3% of participants were Jewish and less than 1% Muslim, Buddhist, and Hindu, respectively. These latter percentages are reflective of the proportion of Muslims, Buddhists, and Hindu practitioners in Colorado. However, according to these same data, Colorado is home to a larger proportion of Christian-affiliated individuals (59%).

TABLE 2.10 RELIGIOUS BELIEFS (N=301)

RELIGIOUS BELIEFS	% (N)	COLORADO %
Christian (Evangelical)	10.6% (32)	26%
Christian (Protestant)	6.3% (19)	17%
Christian (Catholic)	16.6% (50)	16%
Jewish	3% (9)	1%
Muslim	0.7% (2)	<1%
Buddhist	0.7% (2)	1%
Hindu	0.3% (1)	<1%
Spiritual, but unaffiliated	15.9% (48)	29%*
Atheist	10.3% (31)	4%
I do not identify with any of these	15.9% (48)	-
Missing	19.6% (59)	

Source: Pew Research Center, 2014 Religious Landscape Study (RLS-II) *There are some differences between Pew Research Study category “unaffiliated” and CPR sample category “spiritual, but unaffiliated with a specific religion.”

Participants also reported on which county they were from. In some instances, only a single participant chose a given county. To add an additional layer of confidentiality protection we grouped participants by region. The largest share of respondents, approximately 40%, were located in the Denver Metro area. Southeastern and Northeastern Colorado were each home to about 15% of respondents; the remaining 11% were in the north and southwest. Counties included in each region are shown in Figure 2.11 below.

TABLE 2.11 REGIONAL LOCATION (N=301)

REGION	% (N)
1- Denver Metro/Central CO	39.9% (116)
2 - Southeastern CO	15.3% (46)
3 - Northwestern CO	5.6% (17)
4 - Northeastern CO	15.6% (47)
5 - Southwestern CO	4.6% (14)
<i>Missing/Not Specified</i>	20.3% (61)

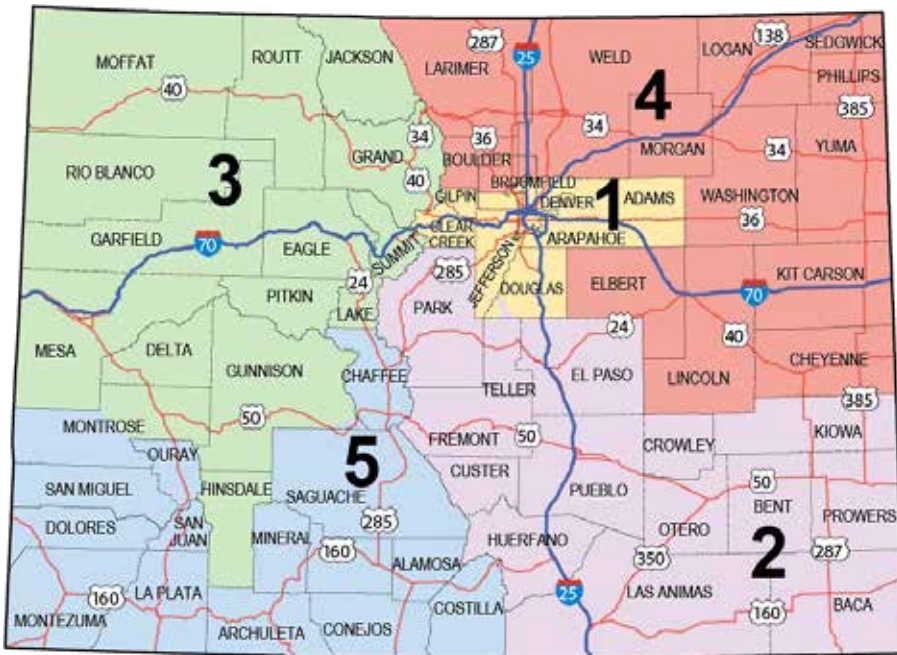


FIGURE 2.1 COLORADO REGIONS

Overall, our sample was satisfactorily aligned with Colorado demographics. However, there were a few marked differences that should be kept in mind when thinking about how representative the sample is. Specifically, the sample had smaller proportions of Republicans, high earners, and Christians, than the state of Colorado. As previously mentioned, it also reflected a slight oversampling of Latinx people.

3.0

Readiness and Social Norms Related to Relationship Violence

We developed two new measures to assess change over time in the campaign outcomes: A Knowledge and Readiness to Intervene Scale and a Perceived Community Norms About Intervening in RV Scale. **The bolded outcomes in Table 3.1 are the ones measured by these scales.**

TABLE 3.1 CAMPAIGN GOALS MEASURED BY THE READINESS AND SOCIAL NORMS SCALES

SHORT-TERM OUTCOMES	INTERMEDIATE OUTCOMES	LONG-TERM OUTCOMES
Increase in understanding about the many facets of relationship violence	Normalize community intervention in relationship violence	Change in community members' knowledge, attitudes, and behaviors
Increase in knowledge of where to access information on relationship violence	Increase in community willingness to intervene	Decrease in anti-social behaviors
Increase in knowledge about how to intervene	Change in attitudes and behaviors around relationship violence	Increase in community connectedness/social cohesion around creating safety communities

3.1 KNOWLEDGE AND READINESS TO INTERVENE

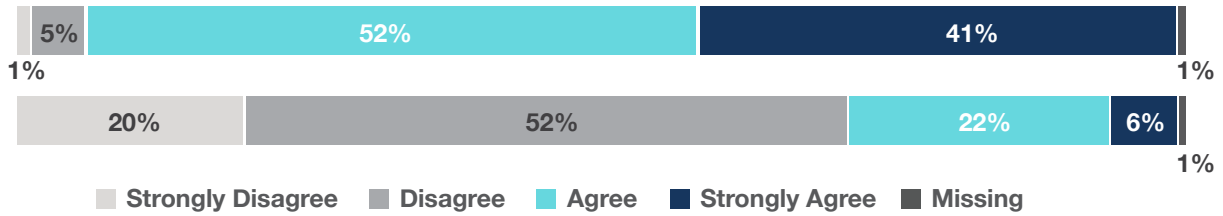
Attitudes and knowledge related to readiness are an important precursor to intervening. This scale captures participants' confidence, willingness, ability, and knowledge about intervening in cases of RV. Simply put, if people don't know how to help, they are generally less able to help when a situation arises.

Participants also reported having a high level of confidence in their ability to recognize RV (89%). This contrasts with findings reported in the "defining relationship violence" section, as many abusive behaviors were not identified as "definitely abusive." In addition, 11% of participants stated that they had never witnessed RV nor had anyone disclose RV to them. Given how widespread RV is, it is possible that at least some of these participants did not realize they were witnessing or hearing about non-physical forms of RV.

The most promising finding from this scale is that 93% of participants felt that they should do something if they see RV happen. This indicates that most Coloradans care that RV happens and feel a personal responsibility to act. However, a much smaller percentage (64%) said they would know what to do if they saw RV happen. Based on the results from the actual intervening behaviors (later section), 58% talked to the survivor and 41% talked to someone close to the survivor.

Many participants likely overestimated their ability to recognize relationship violence.

The vast majority of participants (93%) felt they **should do something** about relationship violence (top bar). Yet, 71% reported that they **do not know how** to stop someone from being abusive (lower bar). (n=298-299)



Source: Rivera, E.A., Prendergast, T., & Thoennes, N. (2018). *Preventing Relationship Violence (RV) Through Community Change: Results from a Baseline Survey on Coloradans' Readiness to Address RV as a Community*. Center for Policy Research: Denver, CO.

Participants reported having less confidence and/or knowledge about what to do about the person causing harm. Notably, 72% said they would not know how to help someone stop being abusive. This is reflected in the questions about actual intervening behaviors (later section), where only 29% even talked to the person causing harm when they heard about or witnessed RV.

TABLE 3.2 READINESS TO INTERVENE (N=301)

	STRONGLY DISAGREE	DISAGREE	AGREE	STRONGLY AGREE	MISSING
I know how to recognize relationship violence (n=300).	5.3%	5.6%	54.8%	33.9%	0.3%
I would know what to do if I saw relationship violence (n=298).	4.3%	30.6%	51.2%	13%	1%
I should do something if I see relationship violence happen (n=298).	1.3%	4.7%	52.2%	40.9%	1%
I know how to support or help a victim of relationship violence (n=299).	4.3%	32.2%	49.5%	13.3%	0.7%
I know how to help someone stop being abusive (n=299).	19.6%	51.5%	22.3%	6%	0.7%

N refers to number of respondents for the entire survey. Does not include missing responses for this scale.

Taken together, these results demonstrate that Coloradans take RV seriously and feel at least some responsibility to intervene. However, many overestimate their own ability to identify RV and feel they already know how to help survivors of RV. In contrast, many Coloradans reported that they have less knowledge about how to act as an intervention and address the person causing harm.

3.2 COMMUNITY NORMS ABOUT INTERVENING IN RV

As a social change initiative, a key goal of the Campaign is to change community norms about intervening in situations of RV. To establish a baseline understanding of what norms currently exist, we asked participants to think about social expectations related to RV. They were specifically instructed to report on the impression they get about how they should or should not act in certain situations. We emphasized that these questions were not about whether they personally agreed or disagreed with each statement. The questions asked about positive community norms that promote intervention are presented in Table 3.3. and those about negative community norms that function as barriers to intervention are included in Table 3.4.

It appears there are strong social norms around helping friends or family (private), but not strangers or neighbors (public). For example, 77% of participants agreed that people should do something if their friends and/or family members are dealing with RV, and 71% agreed that generally people should do something when they witness RV. In addition, 69% reported there is a social norm to intervene when someone witnesses or hears about sexual RV happening. Yet, only 54% agreed they should intervene when RV occurs in public (strangers) and 53% when it involves a neighbor. **About 38% of participants indicated that RV is still considered a private matter.**

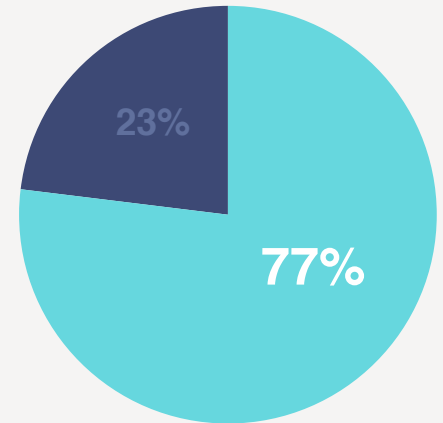
These somewhat contradictory results may be related to our other finding that 48% felt there is social expectation that people should only get involved if they have the “whole picture.” This is harder to do when RV is happening to strangers or a neighbor.

Norms regarding intervention also depend on the type of RV happening.

Only 33% of respondents reported that there is a norm to intervene in cases of non-physical RV. Likewise, 57% reported that only physical violence, such as hitting or punching, requires intervention.

In all, these findings demonstrate that many people generally feel there is a social expectation to intervene when they witness physical or sexual violence against their friend or family member. However, when it comes to non-physical violence or violence against a stranger or neighbor, the norm is to *not* intervene. This likely derives from the notion that RV is a private matter; if you are not a friend or family member of the people involved, then it isn't any of your business.

77% agreed they should intervene if it's their friends or family.



Yet only 54% agreed they should intervene if it's a stranger, in public.

And only 53% agreed they should intervene if it's a neighbor.

TABLE 3.3 POSITIVE COMMUNITY NORMS (N=301)

	DEFINITELY NOT A SOCIAL EXPECTATION	NOT A SOCIAL EXPECTATION	IS A SOCIAL EXPECTATION	STRONG SOCIAL EXPECTATION	<i>MISSING</i>
People should do something when their friends and/or family members are experiencing relationship violence (n=279).	3.3%	12.3%	49.5%	27.6%	7.3%
People should do something when their neighbors are experiencing relationship violence (n=281).	6.6%	33.6%	39.5%	13.6%	6.6%
People should get involved when they see relationship violence happening to strangers in public (n=279).	8.6%	30.2%	38.9%	15%	7.3%
In general, people should do something when they witness relationship violence (n=280).	3%	19.3%	49.5%	21.3%	7%
People should get involved when they see sexual relationship violence happening (n=281).	6%	17.9%	41.2%	28.2%	6.6%
People should get involved when they see or hear non-physical relationship violence, such as saying mean things to their partner (n=279).	19.3%	40.9%	23.3%	9.3%	7.3%

N refers to number of respondents for the entire survey. Does not include missing responses for this scale.

TABLE 3.4 NEGATIVE COMMUNITY NORMS (N=301)

	DEFINITELY NOT A SOCIAL EXPECTATION	NOT A SOCIAL EXPECTATION	IS A SOCIAL EXPECTATION	STRONG SOCIAL EXPECTATION	<i>MISSING</i>
Relationship violence is a private matter and, generally speaking, other people should stay out of it (n=281).	23.6%	31.6%	29.2%	9%	6.6%
People should only get involved when there is relationship violence if they have the whole picture (n=281).	11.3%	33.9%	38.9%	9.3%	6.6%
People should only get involved if they see physical relationship violence, such as hitting or punching (n=281).	10.3%	26.6%	43.2%	13.3%	6.6%

N refers to number of respondents for the entire survey. Does not include missing responses for this scale.

4.0 Intervening Behaviors

A key long-term outcome of Stand Up Colorado is to increase community intervention in cases of RV. We developed two new checklists to assess behavioral change over time related to the campaign outcomes. Specifically, this section asked participants to report on the actions (or non-actions) they took when they witnessed or heard about RV. The bolded outcomes in Table 4.1 are the ones measured by these scales.

TABLE 4.1 CAMPAIGN GOALS MEASURED BY THE INTERVENING BEHAVIORS CHECKLIST

SHORT-TERM OUTCOMES	INTERMEDIATE OUTCOMES	LONG-TERM OUTCOMES
Increase in understanding about the many facets of relationship violence	Normalize community intervention in relationship violence	Change in community members' knowledge, attitudes, and behaviors
Increase in knowledge of where to access information on relationship violence	Increase in community willingness to intervene	Decrease in anti-social behaviors
Increase in knowledge about how to intervene	Change in attitudes and behaviors around relationship violence	Increase in community connectedness/social cohesion around creating safety communities

4.1 HOW PARTICIPANTS RESPONDED TO RV IN THE PAST

We first asked participants to check all the actions they have ever undertaken when they saw or heard RV happen (or it was disclosed to them). About 11% of participants said this did not apply because they never witnessed RV or had anyone disclose it to them.

The most common intervention behavior was to talk to the person who was harmed (58%) or someone close to that person (41%). About 34% also reported that they looked up information online. Less than a third of participants included the person who caused harm in their behaviors; 29% talked to that person and 29% talked to someone close to them. Interestingly, more participants talked to someone close to both people involved (29%) rather than talking directly to the people themselves (17%).

Finally, some of the less common intervention strategies involved formal help seeking. For example, 24% of participants had called the police, 13% talked to someone at their place of worship, 12% contacted a DV agency, and 8% had called a relationship violence hotline.

TABLE 4.2 ACTIONS TAKEN IN RESPONSE TO RV (N=252)

ACTION TAKEN	% (N)
Talked to the person who was harmed.	58.1% (175)
Talked to someone close to the person who was harmed.	41.2% (124)
Looked for information online.	34.2% (103)
Talked to someone close to the person who caused harm.	28.9% (87)
Talked to someone close to both people.	28.9% (87)
Talked to the person who caused harm.	28.6% (86)
Called the police.	23.9% (72)
Talked to both people.	16.9% (51)
Talked to someone at my place of worship.	13% (39)
Called or visited a domestic violence agency.	12.3% (37)
Did something else.	11% (33)
Called a relationship violence hotline.	8.3% (25)
N/A (never been able to do something about relationship violence).	3.3% (10)
N/A (never seen relationship violence or had someone confide in me about causing or experiencing relationship violence).	11% (33)

N refers to number of respondents for the entire survey. Does not include missing responses for this scale.
 *Values do not add to 100% because question type was "select all that apply."

4.2 REASONS PARTICIPANTS DID NOT INTERVENE

As a follow-up question, we asked people about the reasons they did not do something when they knew RV happened or was happening.

People cited the potential danger or downside of getting involved as the most common reason for not intervening. The top reason for not getting involved was concern that there would be negative consequences for the person being harmed (36%). Similarly, 32% were worried that someone else would get hurt, 24% were worried they would get hurt, and 18% were worried there would be other negative consequences for them. In addition, 10% were worried there would be negative consequences for the person causing harm.

Other common reasons for not intervening were the participant simply did not know what to do (34%), was not sure it was relationship violence (31%), was uncomfortable/nervous (27%), or knew both people and did not want to get caught in the middle (21%). Finally, 16% felt it was none of their business and 6% did not feel it was their responsibility to do something.

The top reason for not getting involved was concern that there would be negative consequences for the person being harmed.



TABLE 4.3 REASONS FOR NOT INTERVENING IN RV (N=252)

REASON ACTION NOT TAKEN	% (N)
Worried there would be negative consequences for the person being harmed.	35.5% (107)
Didn't know what to do.	33.6% (101)
Was worried that someone else would get hurt.	31.6% (95)
Wasn't 100% sure it was relationship violence.	31.2% (94)
Was too uncomfortable or nervous.	26.9% (81)
Was worried I would get hurt.	23.6% (71)
Knew both people and felt caught in the middle.	21.3% (64)
Was worried it would come back to me or there would be negative consequences for me.	18.3% (55)
None of my business.	15.6% (47)
Was worried there would be negative consequences for the person causing harm.	9.6% (29)
Not my responsibility to do something.	6.3% (19)
N/A (never been in a situation where I thought relationship violence happened).	10.6% (32)
N/A(always done something when I thought relationship violence happened).	7.3% (22)

N refers to number of respondents for the entire survey. Does not include missing responses for this scale.

*Values do not add to 100% because question type was "select all that apply."

5.0 Defining Relationship Violence

We developed another new measure to assess change over time how Coloradans define RV. One goal of the social change initiative is for Coloradans to more accurately define relationship violence. While it is relatively well known that severe instances of physical violence (e.g., punching) are abusive, there are other forms of relationship violence that are more subtle or hard to define. The Campaign wanted to gain a sense of which forms of relationship violence were more ambiguous and difficult for Coloradans to identify. For example, withholding child support payments on purpose is a form of RV that is often not considered as such. **The bolded outcomes in Table 5.1 are the ones measured by these scales.**

TABLE 5.1 CAMPAIGN GOALS MEASURED BY THE DEFINING RELATIONSHIP VIOLENCE SCALES

SHORT-TERM OUTCOMES	INTERMEDIATE OUTCOMES	LONG-TERM OUTCOMES
Increase in understanding about the many facets of relationship violence	Normalize community intervention in relationship violence	Change in community members' knowledge, attitudes, and behaviors
Increase in knowledge of where to access information on relationship violence	Increase in community willingness to intervene	Decrease in anti-social behaviors
Increase in knowledge about how to intervene	Change in attitudes and behaviors around relationship violence	Increase in community connectedness/social cohesion around creating safety communities

In developing this tool, the Campaign chose behaviors that are either abusive or healthy. This decision was made based on the collective experience of the Campaign stakeholders, and validated scales. For each behavior participants could choose, “Abusive relationship,” “Bad, but not abusive relationship,” “Okay relationship,” and “Really good relationship.” **The middle categories of “Bad, but not abusive” and “Okay relationship” were specifically added to find out which behaviors Coloradans felt were in the “gray” area and, therefore, should be the focus of targeted messaging and discussions.**

We should note that we adhere to the definition of RV that is based on a pattern of coercive control. As such, we recognize that there is a challenge with measuring RV accurately, as well as identifying when RV is happening to others. Looking at a single discrete behavior (i.e., one question) strips away the patterns and cannot always determine whether or not the partner is using abusive behaviors (i.e., coercive control).

The “gray area” refers to when participants chose the **middle categories** (“Bad, but not abusive” or “Okay relationship”).

Behaviors that fall mostly within the “gray area” are the focus for planning and assessing change.

A summary of the behaviors that the overwhelming majority of participants correctly identified as abusive is provided next. This summary is followed by a description of the abusive behaviors that most participants identified as falling within the “gray area.” Finally, the responses chosen by participants for all subscales is provided.

A note about the responses

A few participants chose some confusing responses. For example, 2.2% responded that it is abusive for someone to be “okay with their partner doing activities or having a hobby that doesn’t involve them.” This could mean one of three things:

- They do, actually, think it is abusive,
- They purposely chose the abusive option to “mess with” the research, or
- They didn’t read the question and were just skipping through to get the gift card.

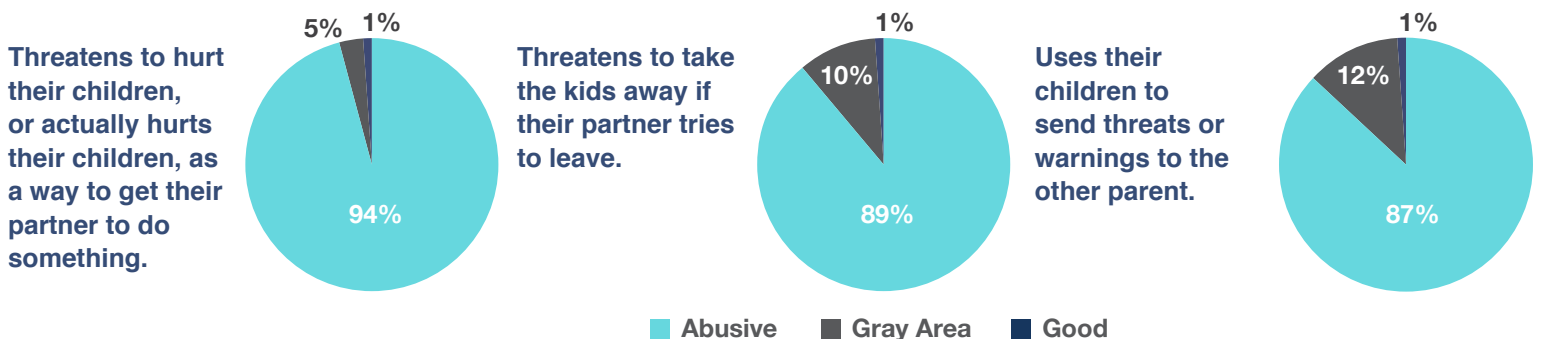
These responses are included in this baseline report. However, they may be removed when we conduct the longitudinal analysis and relationship testing. It may be useful to include additional questions in the follow-up survey to identify those who are just skipping through the survey. For example, we could randomly add in a few questions such as, “Please choose “Okay relationship” for this question to get your gift card.” And anyone who does not choose that option will be removed from the dataset (and will not get the gift card). The downside of this approach is that it may confuse people who are answering the questions.

5.1 COMMON GROUND: WHAT MOST PEOPLE ALREADY KNOW

For several of the abusive behaviors, 15% or fewer of the sample chose the gray area (i.e., “Bad, but not abusive” or “Okay relationship”). In other words, the overwhelming majority of participants agreed that the following behaviors were abusive. These behaviors are reported in this section.

Relationship violence that **directly involved children** was more likely to be perceived as abusive than just “bad” or “okay.” Specifically, only 5.4% chose the “gray area” for: *Threatens to hurt their children, or actually hurts their children, as a way to get their partner to do something.* Only 10% chose the “gray area” for: *Threatens to take the kids away if their partner tries to leave (fight for custody, take them out of the country, etc.).* Finally, only 12.3% chose the “gray area” for: *Uses their children to send threats or warnings to the other parent.*

Most participants defined relationship violence that directly involved children as abusive rather than as being in the “gray area.” (n=259-260)

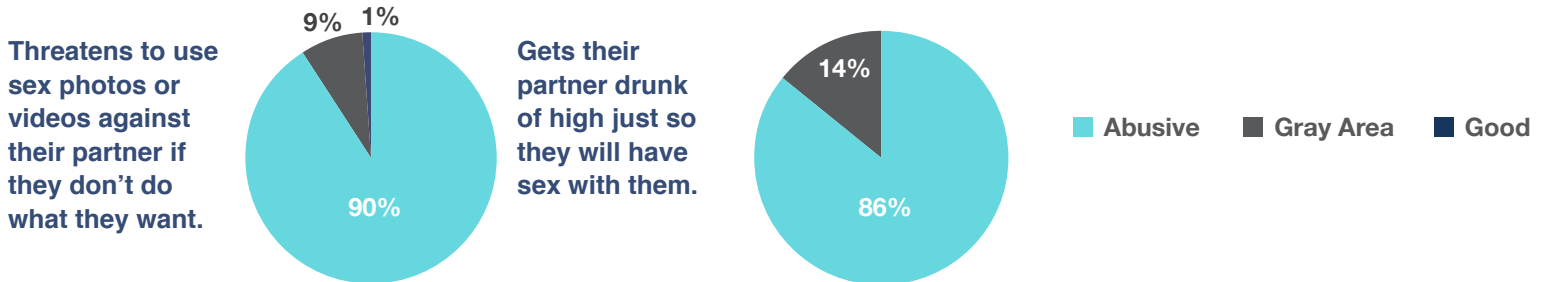


The overwhelming majority of participants already know that some key RV tactics are abusive, and not just “bad” or “okay.”

- Threats or harm to children
- Threats, harm, or intimidation to make partners do things they don’t want to do
- Using someone’s disability against them
- Using someone’s immigration status against them
- Getting someone drunk or high just so they will have sex with them

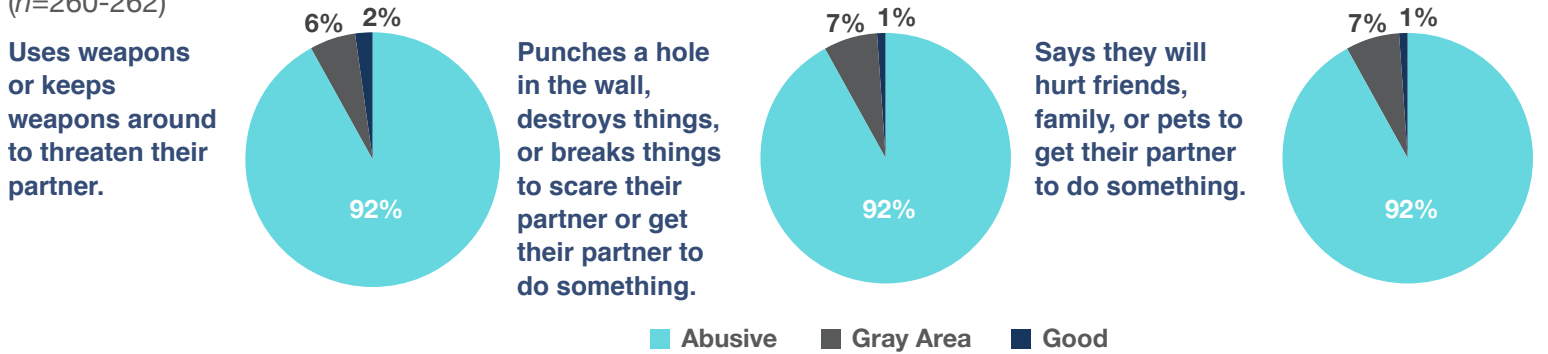
A couple **sexual violence** questions were clearly abusive to most participants. Specifically, only 8.6% chose the “gray area” for: *Threatens to use sex photos or videos against their partner if they don’t do what they want.* About 13.9% chose the “gray area” for: *Gets their partner drunk or high just so they will have sex with them.*

Most participants defined **sexual violence that involves threats or getting their partner drunk or high** as abusive rather than as being in the “gray area.” (n=256-258)



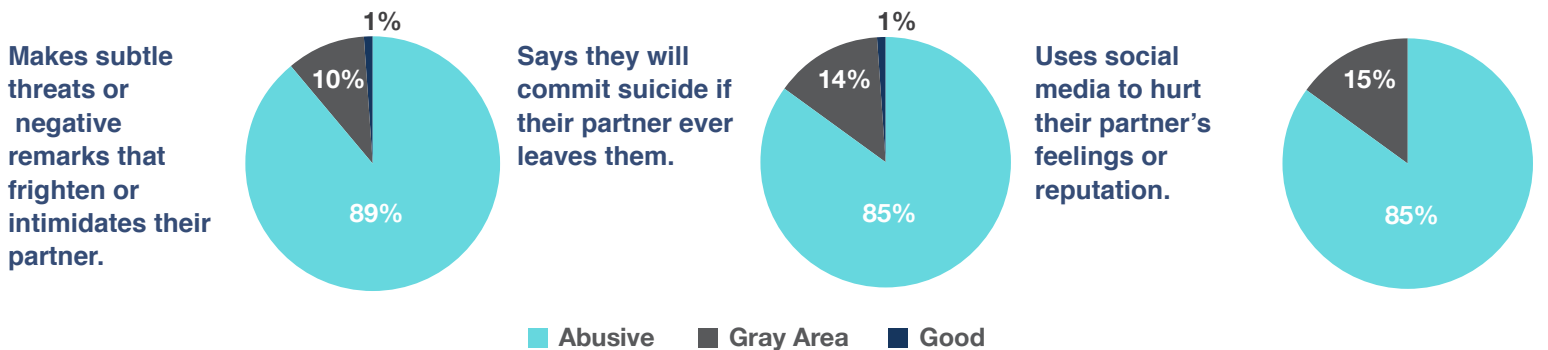
As expected, relationship violence that involved some type of **threat of harm** was also more likely to be perceived as abusive rather than just “bad” or “okay.” Specifically, only 5.7% chose the “gray area” for: *Uses weapons or keeps weapons around to threaten their partner.* Only 6.9% chose the “gray area” for: *Punches a hole in the wall, destroys things, or breaks things to scare their partner or get their partner to do something.* Finally, only 6.9% chose the “gray area” for: *Says they will hurt friends, family, or pets to get their partner to do something.*

Most participants defined **direct threats and physical violence** as abusive rather than as being in the “gray area.” (n=260-262)

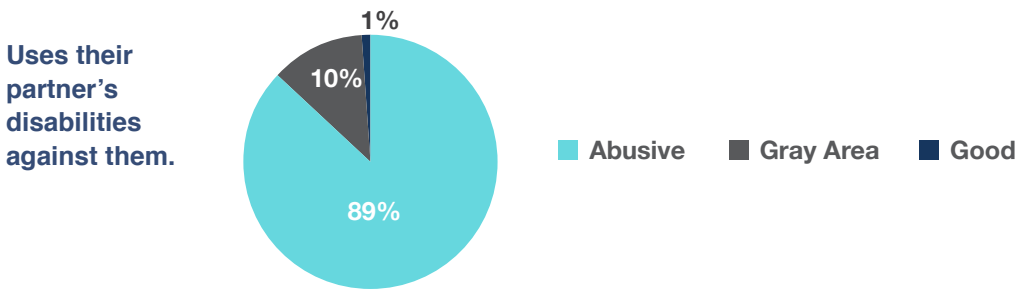


Some relationship violence tactics that involved **subtler emotional coercion or abuse** were also more likely to be perceived as abusive rather than just “bad” or “okay.” Specifically, only 9.9% chose the “gray area” for: *Makes subtle threats or negative remarks that frighten or intimidates their partner.* Only 13.8% chose the “gray area” for: *Says they will commit suicide if their partner ever leaves them.* Finally, only 14.7% chose the “gray area” for: *Uses social media to hurt their partner’s feelings or reputation.*

Most participants defined some forms of **emotional abuse (i.e., threats of suicide, subtle threats, hurting their partner’s feelings publicly on social media)** as abusive rather than as being in the “gray area.” (n=261-265)

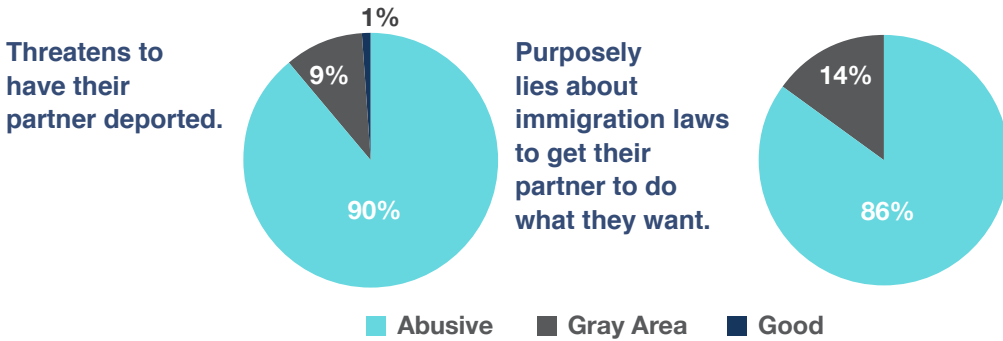


Participants also agreed that using a partner’s **disability** against them is abusive, with only 10.3% choosing the gray area for this option. (n=252)



Finally, participants understood that using a partner’s **immigration status** is abusive. Specifically, only 9.2% chose the “gray area” for: Threatens to have their partner deported. In addition, 14.2% chose the “gray area” for: Purposely lies about immigration laws to get their partner to do what they want.

Most participants agreed that **using a partner’s immigration status against them** is abusive rather than as being in the “gray area.” (n=260)



5.2 AREAS FOR CHANGE: WHAT MOST PEOPLE DON’T KNOW YET

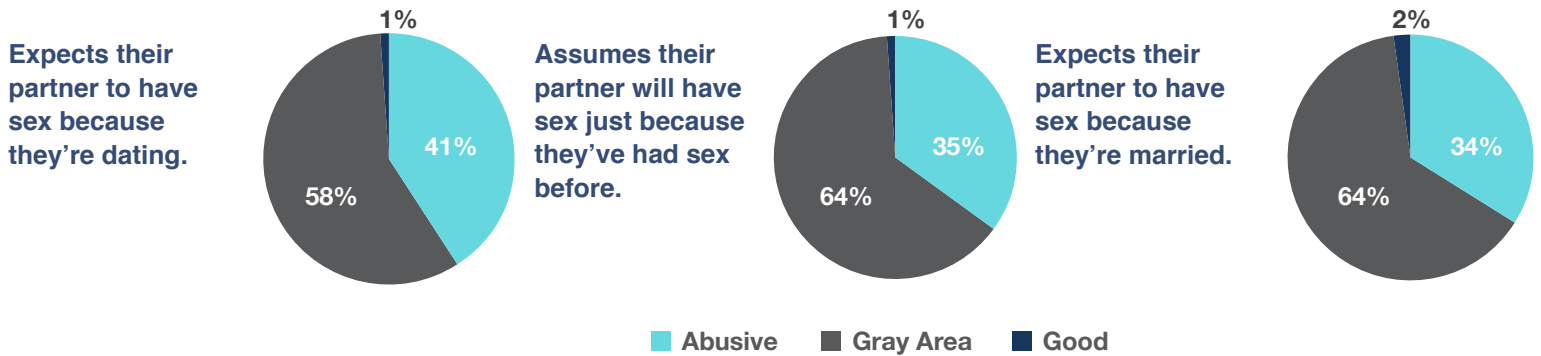
For other abusive behaviors, 49% or more of the sample chose the gray area (i.e., “Bad, but not abusive” or “Okay relationship”). In other words, most participants did not necessarily agree that these behaviors are abusive. It is likely that participants felt it depends on the context, or outcomes, of the situation. Regardless, these behaviors may be the best ones for the Campaign to focus on in educational and prevention efforts.

The **sexual violence** subscale had the largest percentage of participants respond in the gray area. Specifically, about 63.5% chose the gray area for: *Expects their partner to have sex because they’re married.* About 57.7% chose the gray area for: *Expects their partner to have sex because they’re dating.* Finally, about 64.2% chose the gray area for: *Assumes their partner will have sex just because they’ve had sex before.*

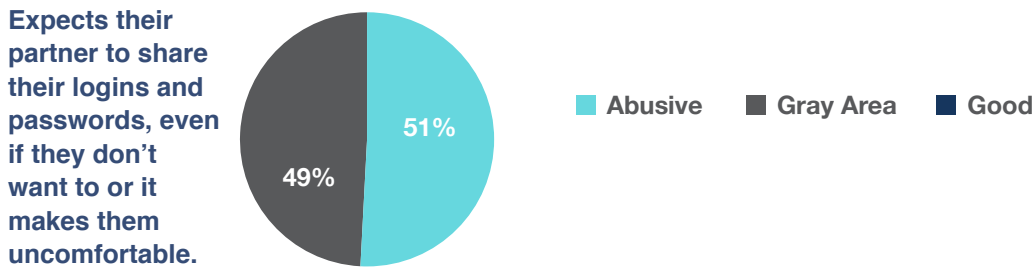
About half or more of Coloradans think these abusive tactics are in the “gray area”:

- Expecting their partner to have sex just because they’re in a relationship or have had sex before.
- Expecting a partner to share logins/passwords, even if they don’t want to or it makes them uncomfortable.
- Making a partner feel guilty for wanting to spend time with family or friends.

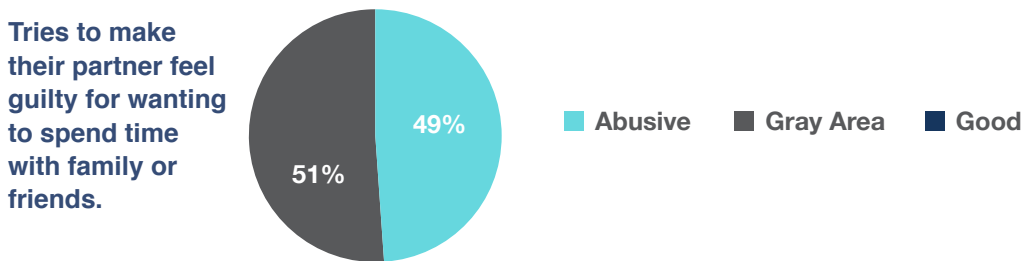
Most participants felt that **expecting or assuming one’s partner to have sex** is in the “gray area.” (n=257-258)
 Note: There is a difference between assuming you will have a sexual relationship with your partner, and forcing sex based on that assumption. Healthy relationships involve both partners consenting to have sex. At every point in a relationship, including throughout a marriage, each person has the right to say no and be listened to.



Almost half of the participants did not recognize a **common tactic of abuse that involves technology**. Specifically, about 49.2% chose the “gray area” for: *Expects their partner to share their logins and passwords with them, even if they don’t really want to or it makes them uncomfortable.*



Most participants felt that the emotionally abusive tactic of making their partner **feel guilty for spending time with family or friends** is in the “gray area.” (n=274)



Finally, about half of the participants were unsure whether a non-physical, coercive control tactic was abusive. Granted, we struggled as a campaign to add additional context to this question so that it reflected the type of looks used as a form of RV. Specifically, about 48.4% chose the “gray area” for: *Gives their partner a lot of disapproving looks or uses other negative body language.*

5.3 ALL RESPONSES TO THE DEFINITION OF RELATIONSHIP VIOLENCE SCALES

Isolation

The first subscale asks about strategies abusers commonly use to isolate their partners from social support networks. While most participants agreed that actively taking things away from partners so they cannot see their friends or family is abusive (82%), they were less clear on how to categorize other types of isolating behaviors.

Specifically, 51% said that making a partner feel guilty for wanting to spend time with friends was just “bad” or “okay,” instead of abusive. Similarly, 44% said that trying to convince a partner to move away from family when they don’t want to is just “bad” or “okay.”

TABLE 5.2 ISOLATION (N=301)

	ABUSIVE RELATIONSHIP	BAD, BUT NOT ABUSIVE RELATIONSHIP	OKAY RELATIONSHIP	REALLY GOOD RELATIONSHIP
ABUSIVE BEHAVIORS				
Tries to make their partner feel guilty for wanting to spend time with family or friends (n=274).	48.5%	48.9%	2.2%	0.4%
Takes away or hides things (like the car keys) to keep their partner from seeing friends or family (n=274).	82.1%	14.6%	2.9%	0.4%
Tries to convince their partner to, or gets their partner to, move far away from family or friends when they don’t really want to (n=272).	55.5%	37.9%	5.9%	0.7%
HEALTHY BEHAVIORS				
Encourages their partner to see or hang out with their friends or family (n=269).	3.7%	5.9%	17.8%	72.5%
Is okay with their partner doing activities or having a hobby that doesn’t involve them (n=273).	2.2%	3.3%	19.8%	74.7%

N refers to number of respondents for the entire survey. Does not include missing responses for this scale.

Technology

There was strong agreement that using social media to hurt a partner’s feelings or reputation is abusive (85%). However, other forms of technology abuse were less clear to participants. About 49% of participants felt it was only “bad” or “okay” for a partner to expect logins and passwords, even if their partner doesn’t want to share or it makes them uncomfortable. Furthermore, spying on, stalking, or tracking one’s partner was also seen as a gray area. Actively keeping track of who a partner spends time with or talks to was seen as “bad” or “okay” by 39% of participants. In addition, using technology (e.g., hidden cameras or tracking software) to “keep tabs on” a partner was seen as only “bad” or “okay” by 32% of participants.

TABLE 5.3 TECHNOLOGY (N=301)

	ABUSIVE RELATIONSHIP	BAD, BUT NOT ABUSIVE RELATIONSHIP	OKAY RELATIONSHIP	REALLY GOOD RELATIONSHIP
Uses technology (hidden cameras, installed mobile software and settings, computer tracking software, etc.) or social media to keep tabs on their partner (n=269).	67.7%	30.1%	2.2%	-
Expects their partner to share their logins and passwords with them, even if they don’t really want to or it makes them uncomfortable (n=268).	50.7%	42.5%	6.7%	-
Keeps track of or monitors who their partner spends time with or calls, texts, talks to (n=268).	60.8%	34.3%	4.5%	0.4%
Uses social media to hurt their partners feelings or reputation (n=265).	84.9%	10.9%	3.8%	0.4%

N refers to number of respondents for the entire survey. Does not include missing responses for this scale.

Economic

Most participants agreed that building up debt in a partner’s name without their consent is abusive (78%), as is controlling the money and only giving a partner a small allowance (74%). While most participants also agreed that doing things to keep a partner from going to a job or school is abusive (65%), there were still 33% of participants who reported this as being in the gray area.

TABLE 5.4 ECONOMIC (N=301)

	ABUSIVE RELATIONSHIP	BAD, BUT NOT ABUSIVE RELATIONSHIP	OKAY RELATIONSHIP	REALLY GOOD RELATIONSHIP
ABUSIVE BEHAVIORS				
Does things to keep their partner from going to their job or school, or starting a job (n=262).	65.3%	30.9%	2.3%	1.5%
Controls all the money, only giving their partner a small allowance and expecting every cent to be accounted for (n=264).	73.9%	22.7%	3%	0.4%
Builds up debt under their partner’s name without their permission, by doing things like using their credit card (n=263).	77.6%	18.6%	3%	0.8%
HEALTHY BEHAVIORS				
Works with their partner to make decisions about budgeting and how to spend money (n=264).	3.8%	3.0%	10.6%	82.6%
Supports their partner’s decision to get a job or go to school (n=265).	3.8%	1.9%	7.9%	86.4%

N refers to number of respondents for the entire survey. Does not include missing responses for this scale.

Children

In comparison to the other subscales, relationship violence that includes children demonstrated the highest percentage of agreement among participants. About 94% of participants agreed that threatening to hurt children (or actually hurting children) is abusive. This is the highest percentage of agreement across all questions in this section.

Participants also generally agreed that the following behaviors involving children were abusive:

- Threatening to take the kids away if the partner tries to leave (89%).
- Using children to send threats or warnings to the other parent (87%).

The one area with more disagreement was in regard to economics. Specifically, refusing to pay child support or purposely not working to avoid child support was seen as a gray area by 35% of participants.

TABLE 5.5 CHILDREN (N=301)

	ABUSIVE RELATIONSHIP	BAD, BUT NOT ABUSIVE RELATIONSHIP	OKAY RELATIONSHIP	REALLY GOOD RELATIONSHIP
ABUSIVE BEHAVIORS				
Uses their children to send threats or warnings to the other parent (n=260).	87.3%	10%	2.3%	0.4%
Threatens to hurt their children, or actually hurts their children, as a way to get their partner to do something (n=259).	93.8%	2.3%	3.1%	0.8%
Threatens to take the kids away if their partner tries to leave (fight for custody, take them out of the country, etc.) (n=260).	89.2%	8.1%	1.9%	0.8%
Refuses to pay child support or purposely doesn't work to avoid paying child support to get back at the other parents (n=260).	64.6%	32.3%	3.1%	-
HEALTHY BEHAVIORS				
Talks with the other parent about healthy ways to discipline their children (n=260).	3.1%	4.2%	19.2%	73.5%

N refers to number of respondents for the entire survey. Does not include missing responses for this scale.

Sexual Violence

Most participants agreed that threatening to use sex photos/videos against a partner is abusive (91%). Another 86% believed that getting a partner drunk or high just to have sex with them is abusive. While these two results are promising, there are some sexual violence behaviors that were categorized within the gray area rather than being definitively identified as abusive.

About 64% of participants believed it is only “bad” or “okay” to expect a partner to have sex because they’re married. Similarly, 64% thought it is only “bad” or “okay” to assume a partner will have sex just because they’ve had sex before. Another 58% reported that it is only “bad” or “okay” to expect a partner to have sex just because they’re dating. Together, these three questions represent the biggest gray areas across all subscales.

For about a third (35%) of participants, it was a gray area for a partner to refuse to wear a condom even when their partner wanted them to. Another 20% believed it is a gray area to mess with a partner’s birth control specifically to get their partner pregnant.

Given that so many participants saw these as a gray areas, these should be focus areas for the Campaign moving forward.

TABLE 5.6 SEXUAL (N=301)

	ABUSIVE RELATIONSHIP	BAD, BUT NOT ABUSIVE RELATIONSHIP	OKAY RELATIONSHIP	REALLY GOOD RELATIONSHIP
ABUSIVE BEHAVIORS				
Expects their partner to have sex because they’re married (n=257).	34.2%	44.4%	19.1%	2.3%
Expects their partner to have sex because they’re dating (n=258).	41.1%	48.4%	9.3%	1.2%
Assumes their partner will have sex just because they’ve had sex before (n=257).	35%	52.9%	11.3%	0.8%
Gets their partner drunk or high just they will have sex with them (n=258).	85.7%	11.2%	2.7%	0.4%
Pressures their partner to have sex or do something sexual (perform sexual acts, dress in a sexual way, watch porn) until they give in (n=257).	73.2%	22.6%	4.3%	-
Threatens to use sex photos or videos against their partner if they don’t do what they want (n=256).	91.4%	7.4%	1.2%	-
Messes with their partner’s birth control (or their own) to get them pregnant (or to get pregnant) (n=258).	77.9%	17.1%	3.1%	1.9%
Refuses to use condoms (or let their partner wear condoms) even when their partner wants to (n=257).	63%	33.1%	1.9%	1.9%
HEALTHY BEHAVIORS				
Works with their partner to make shared decisions about sex, birth control, and whether to have children (n=256).	3.5%	1.6%	7.4%	87.5%
Asks their partner for (or gets) consent each time they want to have sex (n=254).	4.3%	4.7%	21.3%	69.7%

N refers to number of respondents for the entire survey. Does not include missing responses for this scale.

General Wellbeing and Health

Most participants agreed that actions to impede the wellbeing and health of a partner are abusive. About 87% agreed that using a partner’s disability against them is abusive. In addition, 83% agreed that limiting a partner’s access to needed medications is abusive, and 70% agreed that limiting access to counseling or other mental health treatment is abusive.

TABLE 5.7 WELLBEING (N=301)

	ABUSIVE RELATIONSHIP	BAD, BUT NOT ABUSIVE RELATIONSHIP	OKAY RELATIONSHIP	REALLY GOOD RELATIONSHIP
ABUSIVE BEHAVIORS				
Limits access to counseling or other type of treatment that their partner needs (e.g. counseling or substance abuse treatment) (n=255).	70.2%	23.5%	5.1%	1.2%
Limits their partner’s access to medication that they need (n=254).	82.7%	13%	4.3%	-
Uses their partner’s disabilities against them (n=252).	86.9%	10.3%	1.7%	0.7%
HEALTHY BEHAVIORS				
Generally supportive when their partner wants to share things that are bothering them (n=252).	3.6%	2.8%	23.8%	69.8%
Cares about the emotional wellbeing of their partner (n=253).	2.8%	2.8%	11.1%	83.4%

N refers to number of respondents for the entire survey. Does not include missing responses for this scale.

Emotional Abuse

A high percentage of participants correctly identified emotionally abusive behaviors as abusive. Unsurprisingly, agreement was higher for items that included threats or forms of physical violence. For example, 92% agreed that punching holes in the wall is abusive, as is threatening to hurt others (e.g., friends, family, pets), and using weapons to threaten a partner.

Even some items that are strictly emotional or about coercive control were considered abusive. About 89% of participants agreed that making subtle threats or negative remarks to intimidate a partner is abusive, as is threatening to have a partner deported. In addition, 85% agreed that threatening to commit suicide if a partner leaves is abusive, and 83% reported that humiliating or embarrassing a partner in front of others (or online) is abusive.

Indeed, only one behavior was reported as being in the gray area: 48% reported that giving a partner a lot of disapproving looks or other negative body language is “bad” or “okay.”

TABLE 5.8 EMOTIONAL (N=301)

	ABUSIVE RELATIONSHIP	BAD, BUT NOT ABUSIVE RELATIONSHIP	OKAY RELATIONSHIP	REALLY GOOD RELATIONSHIP
ABUSIVE BEHAVIORS				
Punches a hole in the wall, destroys things, or breaks things to scare their partner or get their partner to do something (n=262).	92%	5%	1.9%	1.1%
Says they will commit suicide if their partner ever leaves them (n=261).	85.1%	11.1%	2.7%	1.1%
Says they will hurt friends, family, or pets to get their partner to do something (n=262).	92.4%	4.2%	2.7%	0.8%
Uses weapons or keeps weapons around to threaten their partner (n=260).	92.3%	3.8%	1.9%	1.9%
Makes subtle threats or negative remarks that frighten or intimidates their partner (n=262).	88.5%	7.6%	2.3%	1.5%
Threatens to out their partner to get them to do something they want (n=260).	82.3%	14.2%	2.3%	1.2%
Hides important immigration papers or documents (green cards, etc.) from their partner (n=261).	78.9%	16.1%	3.1%	1.9%
Threatens to have their partner deported (n=260).	89.2%	6.5%	2.7%	1.5%
Purposely lies about immigration laws to get their partner to do what they want (n=260).	85.4%	9.6%	4.6%	0.4%
Calls their partner mean names or always seems to criticize their partner (n=260).	73.8%	22.3%	2.3%	1.5%
Humiliates or embarrasses their partner in front of other people or online (n=262).	83.2%	12.2%	4.2%	0.4%
Says or does things that leaves their partner feeling confused, irrational, or crazy (n=263).	68.1%	27.8%	2.7%	1.5%
Distorts reality or accuses their partner of things that are not true (n=263).	74.1%	22.1%	2.3%	1.5%
Makes their partner feel like they need per-mission to make decisions or go somewhere (n=263).	73.4%	20.2%	4.9%	1.5%
Gives their partner a lot of disapproving looks or uses other negative body language (n=262).	50%	45%	3.4%	1.5%
HEALTHY BEHAVIORS				
Respects their partner’s privacy (n=261).	2.7%	2.7%	11.9%	82.8%
Listens to their partner and compromises when there is a disagreement (n=261).	2.7%	2.7%	10.7%	83.9%
Generally supports their partner’s decisions (n=262).	1.9%	2.3%	29.4%	66.4%

N refers to number of respondents for the entire survey. Does not include missing responses for this scale.

6.0 Attitudes

Attitude change is typically required before a behavioral change can occur or be sustainable. For example, if a person thinks that women deserve to be abused, then they are highly unlikely to intervene when they witness RV. Additionally, the goals of Stand Up Colorado are highly ambitious and it will be difficult to detect behavior change at a statewide scale. Information about attitudes will help us detect smaller impacts. In our longitudinal analysis, we will use these attitude scales to provide additional context or explanatory power. For example, we may find that people who did not already believe in common domestic violence (DV) myths exhibited increased readiness to intervene and/or actually took more actions to intervene. In contrast, we may find that people who (at baseline) strongly believed in these DV myths showed no improvement in their readiness to intervene, but believed fewer myths about DV at follow-up. In other words, these scales are included to help us learn who changed, in what way, and under what conditions.

The bolded outcomes in Table 6.1 are the ones measured by the validated scales we used. Each scale is described in the section below.

TABLE 6.1 CAMPAIGN GOALS MEASURED BY THE DV MYTHS, AMBIVALENT SEXISM, AND COLOR-BLIND RACIAL ATTITUDES SCALE

SHORT-TERM OUTCOMES	INTERMEDIATE OUTCOMES	LONG-TERM OUTCOMES
Increase in understanding about the many facets of relationship violence	Normalize community intervention in relationship violence	Change in community members' knowledge, attitudes, and behaviors
Increase in knowledge of where to access information on relationship violence	Increase in community willingness to intervene	Decrease in anti-social behaviors
Increase in knowledge about how to intervene	Change in attitudes and behaviors around relationship violence	Increase in community connectedness/social cohesion around creating safety communities

6.1 DOMESTIC VIOLENCE MYTHS

The Domestic Violence Myth Acceptance Scale (DVMAS) was developed by Peters (2008) as a means of capturing attitudes and beliefs about domestic violence that serve as both individual and social justifications for its occurrence. The scale's validity and reliability have been established through multiple tests, which yielded an alpha value ranging from .81 to .88 (Peters, 2008)¹. Whereas the Defining Relationship Violence scales were used to assess knowledge about relationship violence, DVMAS helps us understand Coloradans' underlying attitudes about DV. Typically, attitude change is the precursor to knowledge change. For example, if someone has an attitude that DV is rare, they might not take the time to learn what meets the definition of abusive.

It is promising that **most participants disagreed with all the myths in this scale**. These results indicate that the anti-DV movement has made some progress in dispelling the following problematic myths, as over 80% disagreed with these statements:

- DV is rare.
- Women instigate most of it.
- Women deserve it if they flirt.
- Women can avoid physical violence if they just “give in.”
- If a woman “goes back” to an abusive partner, it’s their fault if they’re assaulted again or they deserve it.
- Making men jealous is “asking for it.”
- DV happens because women argue with their partners.

Still, there are some lingering myths that about 20-44% of participants agreed with. The lingering myths are:

- Women experiencing abuse can “just leave.”
- DV doesn’t happen in “my” neighborhood.
- DV is caused by a bad temper or loss of control.
- DV is mostly mutual violence.
- There is something wrong with women who stay.

Most participants do not believe in ANY of the DV myths. In particular, the strongest myths that people knew were false were:

- DV is rare.
- Women cause or deserve DV.
- Women should just “give in.”
- If a woman “goes back then it’s her fault if she is assaulted again.

¹ Peters, Jay. (2008). Measuring Myths about Domestic Violence: Development and Initial Validation of the Domestic Violence Myth Acceptance Scale. *Journal of Aggression, Maltreatment & Trauma*, 16(1), 1-21.

Interestingly, two questions ask the same thing, but had slightly different responses. This indicates that participants may view “control” and “domination” as separate:

- Some women unconsciously want their partners to control them (23% agree).
- Many women have an unconscious wish to be dominated by their partners (15% agree).

About 20-44% of participants do, however, believe in the following myths:

- Women can “just leave” and there is something wrong with those who “stay.”
- DV is caused by a bad temper or loss of control.
- DV is mostly mutual violence.
- DV doesn’t happen in “my” neighborhood.

TABLE 6.2 DV MYTHS (N=301)

	STRONGLY DISAGREE	DISAGREE	AGREE	STRONGLY AGREE
Domestic violence does not affect many people (n=248).	58.1%	35.1%	4.4%	2.4%
When a man is violent it is because he lost control of his temper (n=247).	35.6%	37.2%	22.3%	4.9%
If a woman continues living with a man who beat her then it’s her own fault if she is beaten again (n=248).	53.6%	33.1%	10.5%	2.8%
Making a man jealous is asking for it (n=248).	63.7%	29.8%	5.2%	1.2%
Some women unconsciously want their partners to control them (n=246).	40.2%	36.6%	18.7%	4.5%
A lot of domestic violence occurs because women keep on arguing about things with their partners (n=246).	52.8%	35.8%	9.3%	2%
If a woman doesn’t like it, she can leave (n=248).	24.2%	31.5%	31%	13.3%
Most domestic violence involves mutual violence between the partners (n=246).	22.4%	51.2%	24%	2.4%
Abusive men lose control so much that they don’t know what they’re doing (n=245).	34.3%	40%	19.6%	6.1%
I hate to say it, but if a woman stays with the man who abused her, she basically deserves what she gets (n=246).	66.3%	27.2%	5.3%	1.2%
Domestic violence rarely happens in my neighborhood (n=244).	18.9%	46.3%	31.1%	3.7%
Women who flirt are asking for it (n=245).	56.7%	36.7%	4.5%	2%
Women can avoid physical abuse if they give in occasionally (n=248).	63.3%	30.2%	5.6%	0.8%
Many women have an unconscious wish to be dominated by their partners (n=248).	47.2%	37.5%	13.7%	1.6%
Domestic violence results from a momentary loss of temper (n=248).	40.3%	39.5%	18.5%	1.6%

I don't have much sympathy for a battered woman who keeps going back to the abuser (n=248).	51.2%	30.6%	15.7%	2.4%
Women instigate most family violence (n=246).	51.2%	43.1%	4.9%	0.8%
If a woman goes back to her abuser, it's because of some-thing in her character (n=248).	44%	36.3%	16.1%	3.6%

N refers to number of respondents for the entire survey. Does not include missing responses for this scale.

6.2 AMBIVALENT SEXISM

The ambivalent sexism questions come from the validated Ambivalent Sexism Inventory (ASI) developed by Fiske and Glick (1996)². The ASI measures two forms of negative attitudes about women: hostile sexism and benevolent sexism. One way to think about benevolent sexism is “subtle” sexism. In some cases, this includes statements or attitudes that seem positive on the surface, but ultimately serve to reinforce gender roles and sexism. We used the benevolent sexism subscale in this survey. While, generally speaking, many Americans know that explicit, or hostile, negative attitudes about women are wrong (or at least “politically incorrect”), benevolent forms of sexism tend to be more socially acceptable. They nonetheless serve a social function of legitimizing conventional gender roles and relations (Glick & Fisk, 2001). The ASI captures these more subtle attitudes while measuring degrees of overall sexism toward women (Glick & Fiske, 1996). Reliability of the inventory has been established through multiple tests, which yielded alpha values ranging from .83 to .92 (Glick & Fiske, 1996).

Almost 1/3 of participants believe that women are “too easily offended.”

A large percentage of participants do hold subtle negative views about women, making it difficult to prevent relationship violence.

For all but one question, most participants rejected sexist attitudes. We found that 59% of participants disagreed that “few women tease men sexually.”

While the majority of participants rejected sexist attitudes, there was still a sizable minority of participants that agreed with a number of problematic sexist attitudes. We found that 34% of participants disagreed that “feminists are NOT seeking more power than men” and 34% disagreed that “feminists are making *reasonable* demands.” Participants also believed that women are too easily offended (29%) and that women exaggerate problems at work (26%).

These attitudes create a significant barrier for preventing relationship violence. For example, almost 29% of participants believed that women are “too easily offended,” which serves to discredit, invalidate, and dismiss statements of non-physical forms of relationship violence. For example, although participants scored relatively well on the emotional abuse scale (see above), nearly 25% of participants reported that it was in the gray area if someone “calls their partner mean names or always seems to criticize their partner.”

² Glick, P., & Fiske, S. T. (1996). The Ambivalent Sexism Inventory: Differentiating hostile and benevolent sexism. *Journal of Personality and Social Psychology*, 70(3), 491-512.

TABLE 6.3 AMBIVALENT SEXISM (N=301)

	STRONGLY DISAGREE	SOMEWHAT DISAGREE	DISAGREE SLIGHTLY	SLIGHTLY AGREE	SOMEWHAT AGREE	STRONGLY AGREE
AMBIVALENT SEXISM						
Women exaggerate problems at work (n=247).	31.2%	27.5%	15.4%	21.2%	3.2%	1.6%
Women are too easily offended (n=246).	38.2%	18.7%	14.2%	19.9%	7.7%	1.2%
Most women interpret innocent remarks as sexist (n=246).	39%	22%	14.6%	18.7%	5.3%	0.4%
When women lose fairly, they claim discrimination (n=245).	42%	21.6%	15.9%	13.1%	3.7%	3.7%
Women seek special favors under the guise of equality (n=243).	44.9%	17.3%	16.9%	14.4%	4.9%	1.6%
Women seek power by gaining control over men (n=247).	42.9%	21.5%	18.2%	10.5%	4.9%	2%
Once a man commits, she puts him on a tight leash (n=247).	40.1%	17.4%	21.5%	14.2%	4.9%	2%
Women fail to appreciate all men do for them (n=247).	44.1%	20.2%	18.2%	10.5%	6.1%	0.8%
REJECTIONS OF AMBIVALENT SEXISM						
Feminists are making reasonable demands (n=245).	10.2%	8.2%	15.5%	14.7%	20.4%	31%
Feminists are NOT seeking more power than men (n=246).	8.9%	7.7%	17.5%	12.2%	11.8%	41.9%
Few women tease men sexually (n=247).	15.4%	19.8%	23.9%	20.6%	15%	5.3%

N refers to number of respondents for the entire survey. Does not include missing responses for this scale.

6.3 COLOR-BLIND RACIAL ATTITUDES

Gender-based violence is an intersectional social problem that cuts across race, gender, and class (among others). As such, understanding Coloradans' attitudes regarding subtle forms of racism and classism is just as important as understanding their sexist attitudes. For example, a lingering myth is that RV victims can "just leave" if they really want to. This is closely related to the myth that America is an equal opportunity country and that people can make it if they just try hard enough (classism), regardless of race (racism). Such attitudes—that deny the existence of racism and the extent to which race impacts individual experiences—are measured by the validated Color-Blind Attitudes Scale (CoBRAS). A unique aspect of CoBRAS is that it embeds measurement of classism within the scale. This scale was developed by Neville and colleagues (2000)³. Similar to sexism, many Americans understand that explicit racism is less socially acceptable than in previous generations and thus exhibit racism through more covert statements or beliefs. Therefore, we used CoBRAS to assess the subtle racist attitudes of Coloradans. We used the original and complete scale, which has strong internal reliability with an alpha value of .86 (Neville, Lilly, Duran, Lee, & Browne, 2000).

³ Neville, H. A., Lilly, R. L., Duran, G., Lee, R. M., & Browne, L. (2000). Construction and initial validation of the color-blind racial attitudes scale (CoBRAS). *Journal of Counseling Psychology*, 47(1), 59-70.

Results from the color-blind racial attitudes scale are encouraging, and indicate that Coloradans generally reject prevailing racist myths. The continued problem of racism is widely acknowledged. 89% of respondents agreed that “racism is a major problem in the United States,” 84% disagreed with the statement “racism may have been a problem in the past, it is not an important problem today,” and 84% rejected the myth that “racial problems in the U.S. are rare, isolated events.” Respondents also broadly agreed with several statements suggesting that active steps must be taken to address racism. For example, 89% agreed that it is important for political leaders to talk about racism and 76% indicated supporting affirmative action programs as a necessary means of helping create equality. **Results regarding Coloradans’ understanding of the structural nature of racism and the ways in which it impacts lived experience were a bit more mixed.** Respondents were split (51% to 49%) regarding the question of whether or not racial and ethnic minorities have the same opportunities as white people. 46% also indicated agreeing with the statement that “everyone who works hard, no matter what race they are, has an equal chance to become rich.” Moreover, while a minority, roughly 30% of the sample did not agree with statements saying that a) race plays an important role in who gets sent to prison, and b) race plays a major role in the types of social services that people receive in the U.S., taken together, these results suggest that **Coloradans have a foundational understanding of the extent to which racism remains a problem, and are generally supportive of addressing racialized inequity. Nonetheless, there is some work to be done in continuing to educate people on the nuances of how structural racism operates.**

Many participants acknowledge that “racism” is a problem, but do not understand the root cause, impact, or solution.

Given this environment, the specific barriers and needs of those experiencing abuse who are also people of color must be effectively addressed.

TABLE 6.4 COLOR-BLIND RACISM (N=301)

	STRONGLY DISAGREE	SOMEWHAT DISAGREE	DISAGREE SLIGHTLY	SLIGHTLY AGREE	SOMEWHAT AGREE	STRONGLY AGREE
COLORBLINDNESS						
Everyone who works hard, no matter what race they are, has an equal chance to become rich (n=244).	25.4%	18%	10.7%	9%	9.8%	27%
It is important that people begin to think of themselves as American and not African American, Mexican American, or Italian American (n=245).	31.4%	13.9%	12.2%	13.5%	9%	20%
Racism may have been a problem in the past, it is not an important problem today (n=245).	60%	16.3%	7.3%	7.8%	4.9%	3.7%
White people in the U.S. are discriminated against because of the color of their skin (n=244).	45.5%	21.3%	7.4%	12.7%	9.4%	3.7%

Talking about racial issues causes unnecessary tension (n=244).	31.1%	11.9%	14.8%	18%	13.5%	10.7%
Immigrants should try to fit into the culture and values of the U.S. (n=243).	17.7%	16.5%	12.3%	29.2%	14.8%	9.5%
English should be the only official language in the U.S. (n=244).	41.8%	12.3%	16%	12.3%	6.6%	11.1%
Social policies, such as affirmative action, discriminate unfairly against white people (n=244).	38.1%	15.6%	23.8%	13.1%	6.6%	2.9%
Racial and ethnic minorities in the U.S. have certain advantages because of the color of their skin (n=244).	32.4%	18%	18.9%	16%	10.7%	4.1%
Racial problems in the U.S. are rare, isolated situations (n=242).	53.3%	21.5%	9.5%	9.1%	4.5%	2.1%
REJECTIONS OF COLORBLINDNESS						
Race plays an important role in who gets sent to prison (n=243).	13.6%	8.6%	8.6%	17.7%	19.3%	32.1%
Due to racial discrimination, pro-grams such as affirmative action are necessary to help create equality (n=244).	8.2%	7%	8.6%	19.7%	27%	29.5%
Race plays a major role in the type of social services (such as type of health care or day care) that people receive in the U.S. (n=245).	12.7%	9%	9.8%	19.6%	24.1%	24.9%
Racism is a major problem in the U.S. (n=244).	3.3%	4.5%	3.7%	14.3%	18.9%	55.3%
Race is very important in determining who is successful and who is not (n=245).	32.2%	13.1%	11.4%	12.7%	18.8%	11.8%
Racial and ethnic minorities do not have the same opportunities as white people in the U.S. (n=244).	11.5%	10.7%	7.6%	9.4%	16.8%	24.6%
It is important for political leaders to talk about racism to help work through or solve society's problems (n=241).	3.3%	3.7%	4.1%	13.3%	23.7%	51.9%
White people in the U.S. have certain advantages because of the color of their skin (n=243).	8.2%	4.1%	7.4%	16%	23.9%	40.3%

White people are more to blame for racial discrimination than racial and ethnic minorities (n=242).	12.4%	15.7%	14.5%	15.7%	18.6%	23.1%
It is important for public schools to teach about the history and contributions of racial and ethnic minorities (n=240).	1.7%	2.9%	4.2%	12.9%	17.9%	60.4%

N refers to number of respondents for the entire survey. Does not include missing responses for this scale.

6.4 SOCIAL DESIRABILITY

This survey asked questions about a sensitive subject, so we used a scale that measures peoples’ truthfulness. The Marlowe-Crowne Social Desirability Scale (MC-SDS)⁴ was designed to measure the extent to which respondents to a survey or questionnaire are misrepresenting themselves in order to appear like a better person according to established norms of culturally approved behaviors. Developed in the late 1950s by Crowne and Marlowe, the original scale consisted of 33 true-false statements reflecting behaviors that are “culturally sanctioned and approved” but unlikely to occur (Crowne & Marlowe, 1960, p. 350). An example is the statement: “I am always courteous, even to people who are disagreeable” (Crown & Marlowe, p. 351). Several reliable and valid short-form versions have since been constructed (Reynolds, 1982)⁵. We used one of these short-form versions, which included 10 items. The original scale is true or false, and several questions were double negatives and hard to understand. Thus, we modified the scale to be “never” “sometimes” or “always.” This scale will be used as a control variable in the longitudinal analysis.

TABLE 6.5 SOCIAL DESIRABILITY (N=301)

	NEVER	SOMETIMES	ALWAYS
No matter who I’m talking to I’m a good listener (n=243).	2.5%	43.2%	54.3%
I have taken unfair advantage of another person (n=244).	47.5%	48%	4.5%
I am courteous, even to people who are disagreeable (n=241).	2.9%	44.8%	52.3%
I try to get even, rather than forgive and forget (n=243).	55.1%	38.3%	6.6%
I am quick to admit making a mistake (n=244).	5.3%	52.9%	41.8%
I feel resentful when I don’t get my own way (n=242).	29.3%	64%	6.6%
I am willing to admit when I make a mistake (n=243).	3.7%	28.4%	67.9%
I have taken advantage of someone I disliked (n=243).	53.9%	42.4%	3.7%
I would not think of letting someone else be punished for my wrongdoing (n=241).	23.2%	17.4%	59.3%
I have wished that something bad would happen to some-one I disliked (n=242).	36.4%	53.7%	9.9%

N refers to number of respondents for the entire survey. Does not include missing responses for this scale.

⁴ Crowne, D. P., & Marlowe, D. (1960). A new scale of social desirability independent of psychopathology. *Journal of Consulting Psychology*, 24(4), 349-354.

⁵ Reynolds, W. M. (1982). Development of reliable and valid short forms of the Marlowe-Crowne Social Desirability Scale. *Journal of Clinical Psychology*, 38(1),

7.0 Conclusion & Recommendations

7.1 HOW TO APPLY THESE FINDINGS TO FUTURE CAMPAIGN ACTIVITIES

Effective communication begins by connecting with an intended audience (e.g., establishing common ground). Once a connection is established, the audience must be given a reason to pay attention. This can be achieved in a few different ways, such as by getting people to question what they believe to be true, or by validating their current thoughts and convincing them you are going to help them take the next step. Once an audience is paying attention, new knowledge can be provided. Finally, it is critically important to provide the audience with an action roadmap that tells them, exactly, how to use this new information.

In other words, one strategy for making an impact is as follows:

1. **Connect with the audience** (i.e., talk about what most people answered correctly or where they did well),
2. **Get people to question their current knowledge or attitudes** (i.e., talk about what most people got wrong or where they need to improve),
3. **Provide them with the new knowledge** (e.g., show them the new information and new way of thinking), and
4. **Give them an action roadmap** (e.g., give them concrete steps, in order, for what to do).

The findings from this baseline report can be used to inform how to achieve steps 1 and 2, and which topic areas to cover for step 3. Some examples of how to structure steps 1 and 2 are highlighted below.

Examples of Steps 1 and 2 Based on the Readiness and Norms Results

Our findings demonstrate that most people understand that RV is wrong, and bystanders should do something about it. So, beginning a presentation, ad, or social media graphic with something along the lines of, “You already know RV is wrong, but did you know...” tells the audience that you already know where they are coming from, and you are going to give them additional information that they do not yet know. This strategy can also help remove defenses because it starts off by connecting to peoples’ good intentions.

For example, 48% of participants felt that there is a norm to intervene only when you have the “whole picture.” One starting point could be, “*Who thinks you should only intervene when you have the whole picture?*” Then, engage participants in a discussion about whether it is truly possible to gain the whole picture, and provide actionable strategies for people to intervene even if they do not have the whole picture.

Another starting point could be “You already know how to help your friend who was hurt by their partner, but do you know how to help someone stop hurting their partner?” Based on our survey, most people don’t know how to help someone stop hurting their partner, so it is likely to catch their attention and pique their interest. Alternatively, many participants may think they know how to help friends/family, but in reality respond ineffectively. Or, many may not know how to help friends/family. Therefore, another starting point could be, “*How to help your friend who was hurt by their partner.*”

Another way to use this information is as a starting point for discussion or potential content ideas for videos or blogs. These findings demonstrate which social norms may be the biggest barriers for community intervention: that RV is a private matter, one should not intervene until they have the whole picture, and one should not intervene for strangers or neighbors.

In addition, video or blog content could be written to specifically improve readiness and address norms, particularly with headlines that will catch people's attention and make them question what they currently believe. For example, a blog title *"Is RV really a public matter?"* could catch people's attention. Another blog title could be, *"5 reasons to do something about RV even if you don't have the whole picture (and what to do)."*

Examples of Steps 1 and 2 Based on the Intervening Behaviors Checklist Results

Many participants indicated that they have tried to do something about RV, which is useful for campaign planning. For example, an opening question in a community discussion could be, *"How many of you have talked to a victim of relationship violence?"* This could be followed by a discussion about how it went and what to do differently next time.

This information is also useful for countering common rationalizations for why people do not get involved. For example, an opening question in a community discussion could be, *"How many of you have not done something about RV because you were worried there would be negative consequences for the person being harmed?"*

Similarly, this provides a helpful starting point for creating content specifically designed to combat the barriers for getting people to intervene. For example, a blog post could be entitled *"Why you should still do something about RV even if you're uncomfortable or nervous."*

Examples of Steps 1 and 2 Based on the RV Definitions Results

Step 1 could focus on the definitions that most respondents answered correctly, followed by addressing the questions that had high rates of "gray area" responses.

Again, we want to emphasize that when taken out of context, or committed outside of a broader pattern of coercive control, some of these behaviors may not actually be *abusive*. Still, these findings point to which likely-abusive behaviors are seen as "definitely abusive" versus "maybe, maybe not." This is helpful for Stand Up Colorado planning efforts around what content to focus on. It sheds light on which specific behaviors need additional explanation and contextualization for when they might be abusive, and when they might not be. It is also helpful to have a sense of which behaviors are recognized as abusive by most people. This can help establish common ground and serve to introduce more nuanced discussion.

For example, a community presentation or discussion could begin with, "you already know that threats and intimidation are abusive," and then move into interaction that gets the audience to start questioning their current knowledge, "...but what actually counts as threats and intimidation?"

Some more examples include:

- “You already know that threatening to harm children is abusive...but what about purposely holding child support hostage? When is it abusive and when isn’t it? Why are we so quick to believe fathers who say...?”
- “We all know that taking a sexual photo of your partner and using it to intimidate them is bad, but what about expecting that they have sex with you just because you have before? Why do we assume that...?”

Similarly, this information can be used to develop content to address myths and increase the knowledge Coloradans have about RV. For example, materials could be produced addressing “5 ways your expectations about sex are harmful,” or “10 ways money is used as a form of relationship violence.”

Examples of Steps 1 and 2 Based on the Attitudes Results

There are several prevailing myths related to sexism and racism that create a barrier for preventing relationship violence. As such, we recommend that an intersectional approach to RV prevention be implemented.

Across the board, few people endorse explicit hostility toward women but most have internalized subtle beliefs that create a barrier to gender equity. To be effective, campaign messaging may need to counteract these myths. For example, most participants disagreed with the statement that “*Few women tease men sexually.*” This is a myth commonly used to reinforce victim blaming justifications for sexual violence, that if women tease men sexually then in some ways they’re “asking for it.” This may be one reason that so many participants also believed that sexual violence was not necessarily abusive behavior. Combatting the myth that women are “sexual teases” may be a useful starting point for the campaign to address this myth. It could begin with discussions about subtle victim blaming justifications we make in our culture, and then move into messaging about how that might contribute to sexual violence within relationships.

Similarly, few people endorse explicit hostility toward people of color but have internalized myths related to economic prosperity and white privilege/reverse racism. These myths should be addressed to implement an intersectional approach to preventing RV. In addition, it may be important for the Campaign to determine the degree to which such myths and internalized biases impact services. Services must be culturally appropriate and/or address the traditional lack of access to community resources for people of color.

Why get involved if you believe either party should be able to stop on their own? For example, many participants still believe that women experiencing abuse can “just leave” and that everyone has an equal opportunity for success regardless of race. **In other words, people might think that relationship violence, hostile racism, and hostile sexism is wrong—but they also may believe that people can pull themselves up by their bootstraps and fix any situation that is unhealthy.** Thus, to be effective, the Campaign may need to incorporate an explicit intersectional approach that shows Coloradans these myths are simply untrue, and that a community-based approach (not an individualistic “bootstrap” approach) is needed to end relationship violence.

That economic opportunity does not exist for all people has been extensively written about; there are also many blogs, videos, or other media already online that address the persistence of subtle forms of racism and sexism. Rather than “reinventing the wheel,” the Campaign could find and share these articles with the Stand Up Colorado audience. By slowly chipping away at these myths, the campaign can build the awareness and attitude change required before an intersectional impact on relationship violence is possible.

8.0 Next Steps in the Evaluation

8.1 PROCESS EVALUATION

In 2018, we will conduct a process evaluation to document the important activities completed by the Campaign thus far.

8.2 FOLLOW-UP SURVEY

In 2019, this survey will be re-opened for responses. We will first email all the initial participants to complete a follow-up survey. We will also use the same Facebook Ads strategy to recruit more participants. The survey will include the same questions from the baseline to assess change over time. The follow-up survey will also include an additional set of questions that specifically ask about familiarity with, and response to, the Stand Up Colorado Campaign.

8.3 IMPORTANT CONTEXTUAL FACTORS THAT MAY IMPACT THE RESULTS

The Stand Up Colorado Campaign began when a significant social movement took hold. In October 2017, a staggering report of decades-long sexual assault and harassment by Harvey Weinstein went public. Although known in Hollywood circles for decades, Weinstein was a powerful man protected by many allies within the industry. That such a powerful man was finally accused publicly helped the #MeToo campaign (founded by Tarana Burke in 1997) take off on social media. And a relatively new phenomenon occurred—women were believed when they went public about their sexual assault or harassment victimization. With what is now called the “Weinstein ripple effect,” we saw an outpouring of women and men come forward about the **sexual misconduct of many other powerful men**:

- Harvey Weinstein, Kevin Spacey, Ben Affleck, Sen. Al Franken, Louis CK, Charlie Rose, Matt Lauer, Roy Moore, Israel Horovitz, James Levine, Glenn Thrush, Russell Simmons, Jeffrey Tambor, Matt Zimmerman, Andrew Kreisberg, Steven Seagal, Ed Westwick, Brett Ratner, Dustin Hoffman, Jeremy Piven, Michael Oreskes, Mark Halperin, George HW Bush, Terry Richardson, Leon Wieseltier, James Roback, John Besh, Bob Weinstein, Oliver Stone, Roy Price

This momentum grew so strong, so fast, that Time’s Person of the Year 2017 was “the Silence Breakers,” to represent the people who came forward to report sexual misconduct. A common barrier for social change campaigns is that people are not yet ready to pay attention and make a commitment to change. With the #MeToo campaign and Weinstein Ripple Effect, Stand Up Colorado has a unique chance to capitalize on this momentum.

Appendix

INFORMED CONSENT AND SURVEYS

<http://centerforpolicyresearch.org/wp-content/uploads/SUCOAppendices-Baseline.pdf>

Stand Up Colorado is a project:



We would like to thank our funders for their generous support.



Victim Services Network