

ROCHESTER SAFE START:
EVALUATION OF SHADOW OF VIOLENCE AD CAMPAIGN

MARCH 2004

MICHAEL EPSTEIN

children's institute
Promoting social and emotional well-being

274 N. GOODMAN STREET, SUITE D103
ROCHESTER, NY 14607
(585) 295-1000

www.childrensinstitute.net

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EXECUTIVE SUMMARY

Monroe County is one of 11 recipients nationwide of the Safe Start demonstration grant, funded by the Office of Juvenile Justice and Delinquency Prevention, U.S. Department of Justice. As part of its mission to prevent and reduce young children’s exposure to violence and ameliorate its impact, Rochester Safe Start (RSS) conducted a public awareness campaign in a high-violence part of the City from December 2002 through October 2003. Through a variety of media, the Shadow of Violence Ad Campaign sought to increase understanding that exposure to violence can harm young children and change community attitudes and behavior.

RSS conducted a rigorous evaluation of the campaign. In what researchers call a “non-equivalent control group” design, local evaluators used Random Digit Dial telephone surveys to measure knowledge, attitudes, and behavior in the target area and a similar area of Buffalo, both before and after the ad campaign ran. The point of this rigorous design is to help reduce the probability that any campaign effect we might observe is the result of something other than the campaign (e.g., a region-wide downturn in domestic violence due to improving economic conditions and a resulting decrease in familial stress).

Analysis of the survey data reveals that the campaign encouraged bystanders to take action upon seeing a young child exposed to violence, although it had no impact on knowledge or attitudes.



Delving further into the null finding on knowledge change reveals an important pattern: those with less formal education and those with less income are less likely to understand the potential impact of exposure to violence on young children.

It is important to note the study’s major limitation. During the Shadow of Violence Ad Campaign’s run, Rochester’s Alternatives for Battered Women (ABW) ran a public awareness campaign regarding domestic violence. Thus we cannot rule out the possibility that the ABW campaign, not the Shadow of Violence Ad Campaign, caused the behavior change observed.

Keeping this caveat in mind, two primary lessons emerge. First, it appears that public awareness efforts can bring about behavior change in this issue area. Second, future awareness efforts should focus on those with lower socio-economic status.

INTRODUCTION

Rochester Safe Start (RSS), a demonstration project funded by the U.S. Department of Justice, aims to prevent and reduce the effects of exposure to violence, chiefly among children six years old and younger. As part of its multifaceted strategy to achieve these goals, RSS conducted a public awareness campaign.

What were the campaign's objectives?

- § Increase awareness of children's exposure to violence (CEV)
- § Increase understanding of harm that can result from CEV
- § Change attitudes on the proper role of adult bystanders to CEV
- § Change bystanders' behavioral intent
- § Change bystander behavior in any events of CEV
- § Create awareness of the campaign (means to the other five objectives)

How did Rochester Safe Start try to achieve these objectives?

Media:

- § Television ads
- § Radio ads
- § Newspaper ads
- § Bus cards
- § Pamphlets
- § Door hangers

Messages:

- § Help a child escape the shadow of violence.
- § How are young children harmed by exposure to violence? Violence doesn't have to be inflicted directly on children to harm them. Just seeing violent acts in their home or neighborhood can be very frightening and confusing. Children who see violence can have emotional or social problems that last for years.
- § How do you recognize a child exposed to violence? These children may show one or more of the following behaviors:
 - Be easily frightened

- Demand a great deal of attention
- Be very dependent, clinging to mother or father
- Have frequent temper tantrums
- Cry and scream a great deal
- Have difficulty behaving in school or child care
- Have trouble sleeping
- Fight a lot with brothers, sisters, or other children

§ How you can help:

- Remember children are not little adults. They react differently. Most find violence even more confusing and upsetting than you do.
- If possible, find a quiet time and place to talk to children about their experience.
- Be calm and reassuring.
- Encourage them to tell the story and get their feelings out.
- Give them your full attention, and listen carefully to what they have to say.
- Assure children that the violence was not their fault.
- If you need more information, or feel the child is in immediate danger, call 275-5151, Rochester Safe Start.
- [A resource list was also distributed, with contact information for LIFE LINE, Alternatives for Battered Women, Domestic Violence Hotline, Family Crisis Intervention Team (via Rochester Police Department), Monroe County Sheriff, Rape Crisis Hotline, Society for the Protection and Care of Children, and Monroe County Drug Helpline.]

METHODS

What research design was used?

We used what Campbell and Stanley call the non-equivalent control group design (1963, 47). As Campbell and Stanley put it, “the groups constitute naturally assembled collectives... as similar as availability permits but yet not so similar that one can dispense with the pretest.” Thus the pretest was administered to both the treatment group (i.e., four high-crime zip codes in Rochester) and the control group (i.e., four similarly high-crime zip codes in Buffalo), then the intervention was administered in Rochester, followed by post-test in both cities.

How was the comparison group chosen?

We wanted a similarly sized city, subject to similar laws, with similar economic conditions, crime rates, poverty, etc. We considered Buffalo and Syracuse. Overall Buffalo is more similar

to Rochester on the variables of greatest interest, so we chose that city. Then within Buffalo we determined the four zip codes most similar on the variables of interest to the four zip codes in Rochester’s crescent of violence and poverty.

What was the timeline?

Table 1. Timeline

	12/02	12/02-10/03	11/03
<i>Rochester</i>	Pre-test	Ad campaign	Post-test
<i>Buffalo</i>	Pre-test		Post-test

How were the objectives measured?

Rochester Safe Start measured objectives via a Random Digit Dial (RDD) telephone survey of 400 adults in the target area and 400 in the comparison area, both pre- and post-intervention, for a total of 1,600 RDD interviews, each with a margin of error of approximately ± 4.9%. RDD technology increases representativeness by including even those with unlisted telephone numbers in the pool of potential respondents. As is standard in survey research, the local evaluator applied weights to the data to ensure demographic representativeness. Both instruments are attached as appendices.

How representative of the population is the sample?

In both Rochester and Buffalo, the samples are very similar to the populations of interest. For example, Table 2 shows the poll and census figures for ethnicity, which correlates with many key variables (e.g., income). The Census and polls are nearly mirror images on this variable.

Table 2. Ethnicity, Census vs. Pre- and Post-Campaign Surveys

	ROCHESTER ZIP CODES			BUFFALO ZIP CODES		
	CENSUS[†]	PRE-	POST-	CENSUS[†]	PRE-	POST-
<i>Black</i>	56%	51%	52%	45%	44%	43%
<i>Hispanic / Latino</i>	20	15	15	11	8	8
<i>White</i>	26	23	22	43	41	40
<i>Other/refused</i>	-	10	9	-	8	9

[†] Data from 2000 U.S. Census. Note that the Census Bureau allows responses of white/Hispanic-Latino, black/Hispanic-Latino, etc., whereas in the Ad Campaign polls, respondents were asked to classify themselves into only one racial/ethnic category.

How comparable are the two regions on the pre-test results?

Even on open-end questions the regions are remarkably similar, in some cases indistinguishable.

What are the study's limitations?

- § This survey was not translated into Spanish, so to the extent that potential respondents could not speak English, there is bias against non-English speakers.
- § Any phone survey is biased slightly to that part of the population that has telephones, so the results are probably not reflective of the extremely poor.
- § As with all survey research, response is sensitive to question wording, random error, etc. The local evaluators attempted to minimize wording bias as much as possible.

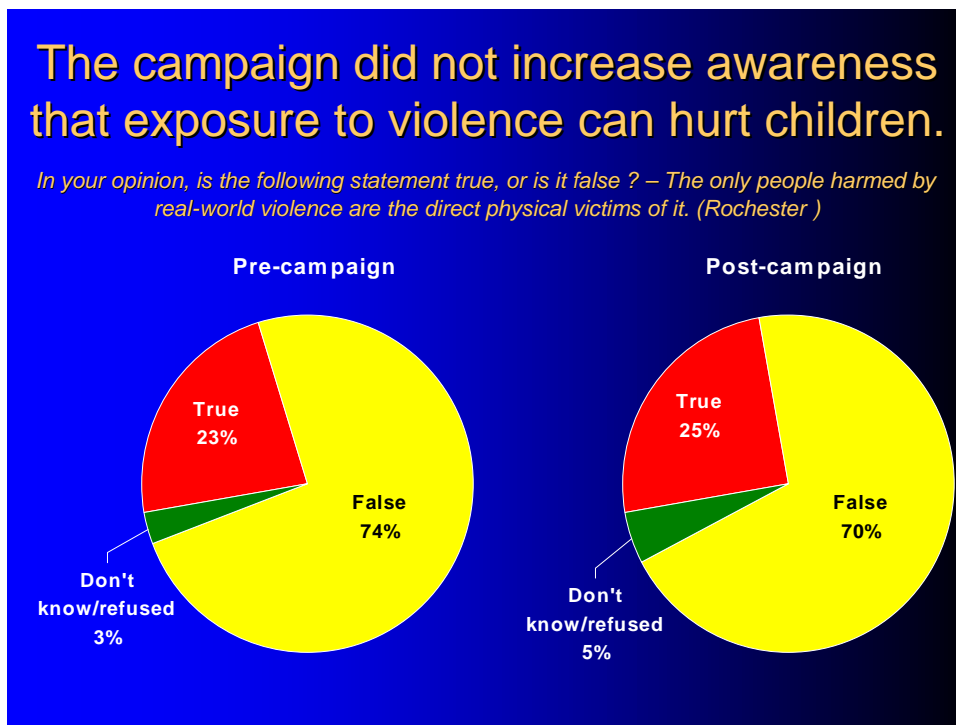
Campbell and Stanley offer a detailed discussion of all threats to internal and external validity inherent in this research design; the interested reader is directed there for further information (1963, 47-50).

FINDINGS

Did the campaign increase awareness of the CEV problem?

The campaign had no effect in this area, either on respondents as a whole or on sub-groups. Chart 1 shows overall pre- and post-campaign measurements of public awareness in Rochester, where awareness is gauged by the following question: “In your opinion, is the following statement true, or is it false? – The only people harmed by real-world violence are the direct physical victims of it.”

Chart 1. Awareness of CEV, Rochester, Pre- and Post-Campaign



In both the pre- and post-campaign surveys, there is a clear trend toward greater awareness with higher levels of formal education and higher income. This suggests that future phases of the campaign target those with less formal education and less income.

Did the campaign increase understanding of CEV’s potential harm?

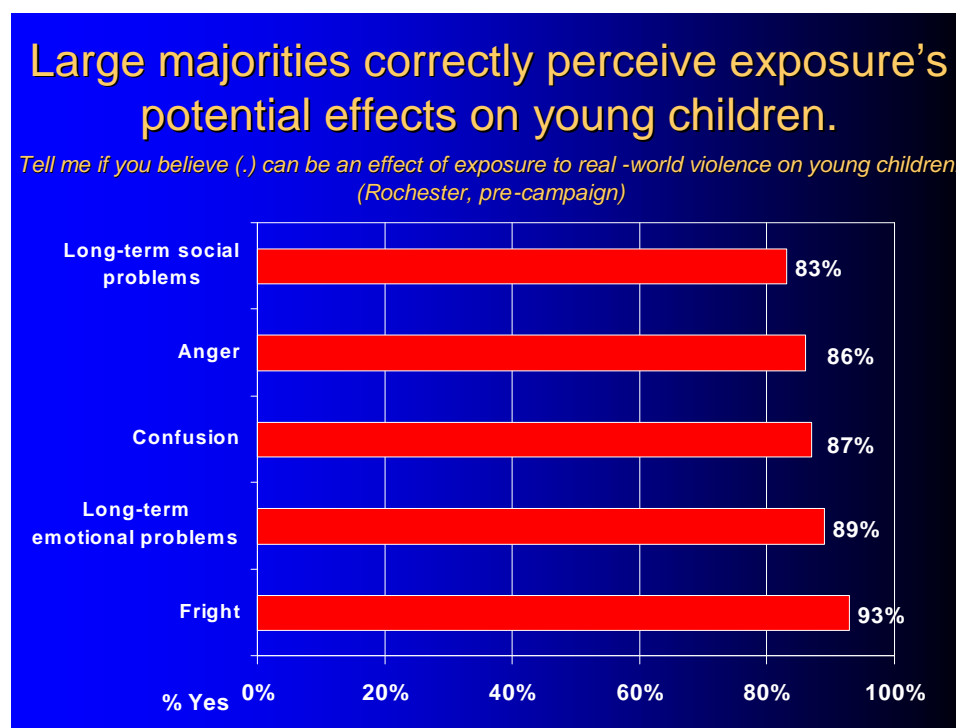
Understanding of potential harm was gauged in two ways. First, respondents were asked the following open-end question to determine their understanding of exposure’s potential harm to children: “What kinds of symptoms do you think young children can exhibit due to exposure to real-world violence?” Prior to and after the campaign, respondents in both cities were quite knowledgeable about potential harms. In fact, response to this question aligns well with the information disseminated by the campaign. Table 3 gives the numbers for Rochester. The ad campaign did not have any effect here.

Table 3. Understanding of Harm, Rochester, Pre- and Post-Campaign (top six responses)

	PRE-CAMPAIGN	POST-CAMPAIGN
<i>Easily frightened</i>	25%	26%
<i>Fights a lot with siblings or other children</i>	19	18
<i>Is very shy or unresponsive</i>	17	12
<i>Copy what they see; become violent / aggressive</i>	13	12
<i>Frequent temper tantrums</i>	12	14
<i>Difficulty behaving in school or child care</i>	12	8

In addition to this open-end question, respondents were asked in the pre-campaign survey whether several symptoms of exposure to violence were in fact potential effects of CEV. Chart 2 confirms that respondents have a good sense of what violence can do to children.

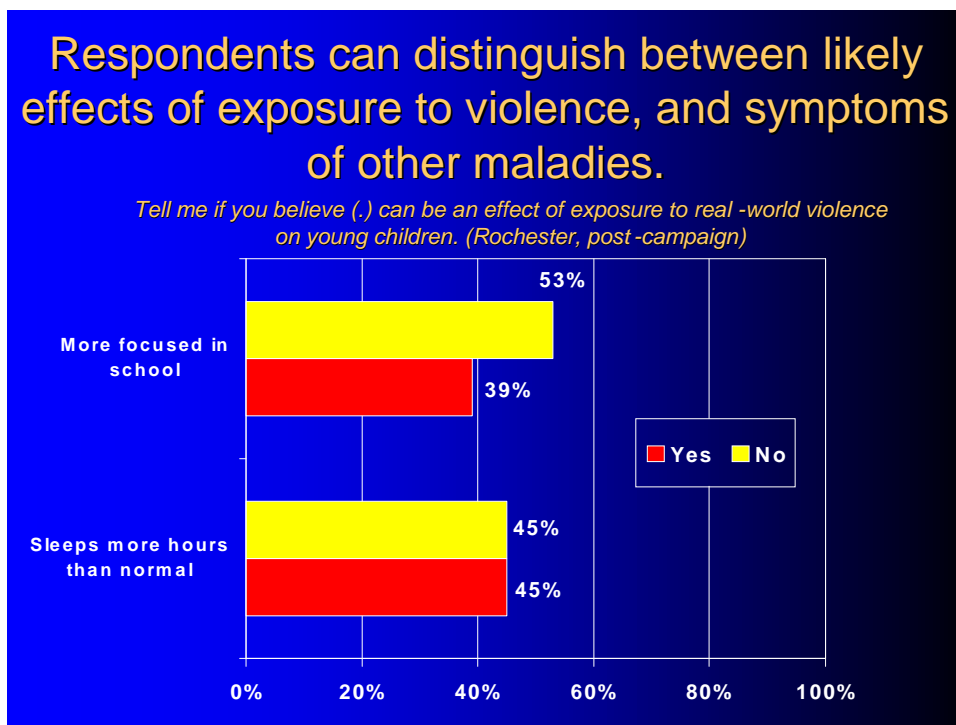
Chart 2. Potential Effects of CEV, Rochester, Pre-Campaign



Since such overwhelming majorities of respondents correctly identified the symptoms listed in the pre-campaign survey, there was no reason to include them in the post-campaign survey. Instead, we tested two items that are decidedly **not** effects of exposure to violence – sleeping more than usual and becoming more focused in school in order to escape the violence. Chart 3 shows that respondents do a good job distinguishing between likely effects of violence and things that are highly unlikely to results from exposure.

Although it is possible that the campaign increased targets’ ability to distinguish between likely effects of exposure to violence, and symptoms of other problems, survey results provide no evidence that the campaign had any effect in this area.

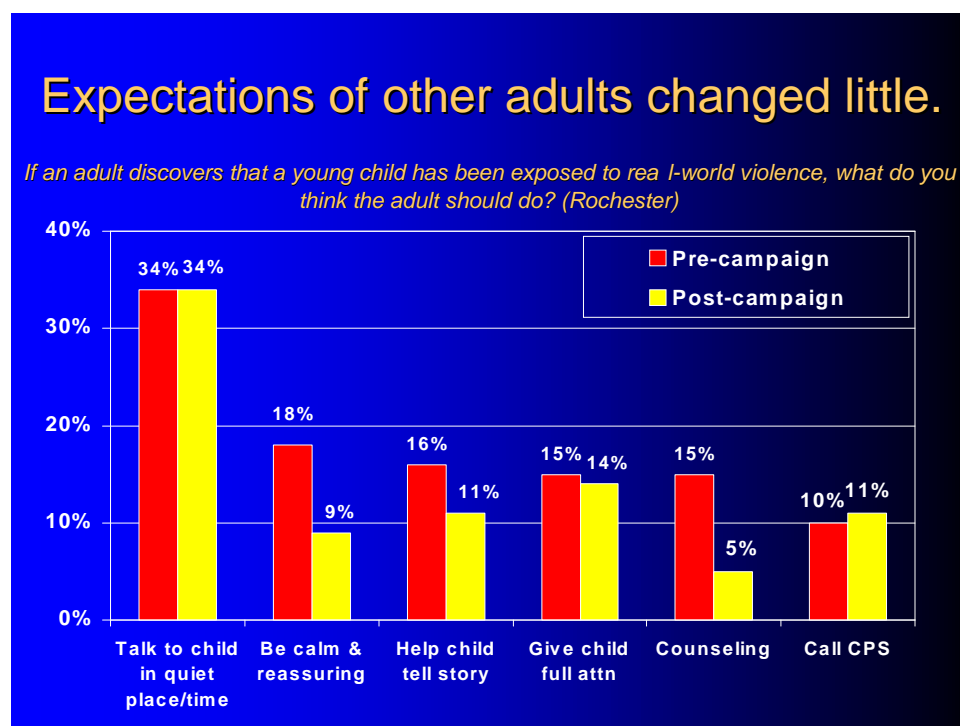
Chart 3. Potential Effects of CEV, Rochester, Post-Campaign



Did the campaign change attitudes on the proper role of the adult bystander?

We asked three sets of questions on the role of adult bystanders. The first asked respondents what *an adult* should do if he or she discovers that a young child has been exposed to real-world violence (as opposed to what the respondent himself or herself would do). Chart 4 shows pre- and post-campaign response to this open-end question in Rochester. Two aspects of response are noteworthy. First, many adults would do exactly what experts say they should do, especially find a quiet time and place to speak to the child about his or her experiences. Second, there was a bit of change between administrations of the survey, but nothing that leaps out, just some shifting among response categories.

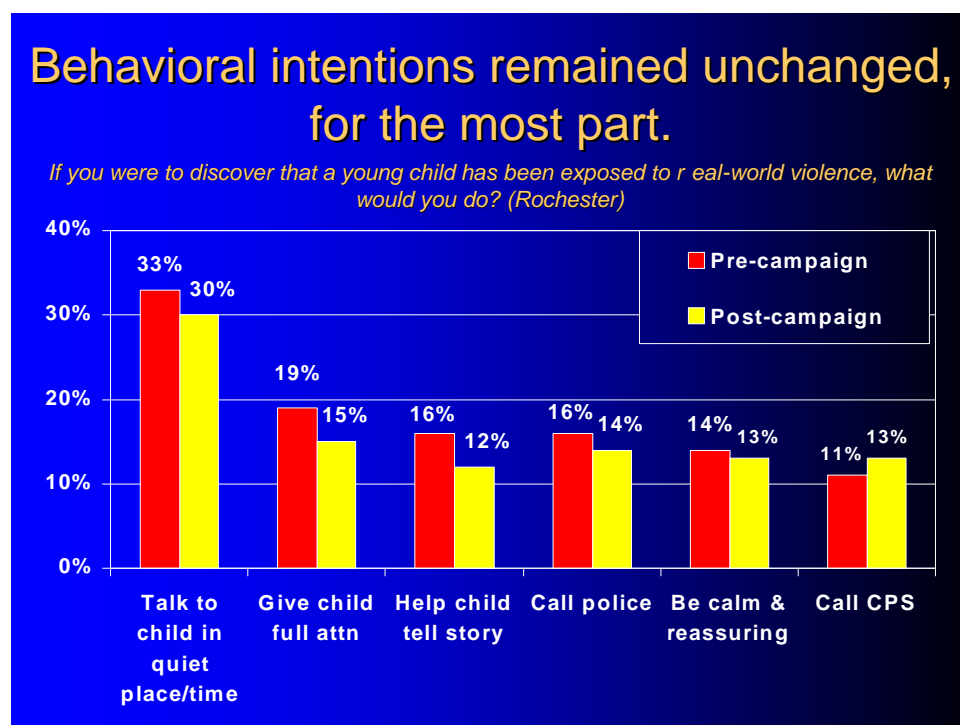
Chart 4. Expectations of Other Adults, Rochester, Pre- and Post-Campaign



Did the campaign change behavioral intentions?

The second question concerned the respondent's behavioral intention in case they discovered CEV occurring (i.e., what would *you* do?). Here, again, there was little change from pre- to post-campaign (see Chart 5). In addition, response is very similar here and in the "expectations of other adults" question. Regarding both norms and behavioral intentions, direct action with the child (e.g., talking to the child) receives more support than indirect action (e.g., calling CPS or the police).

Chart 5. Behavioral Intentions, Rochester, Pre- and Post-Campaign



Did the campaign affect self-reported behavior in any CEV events?

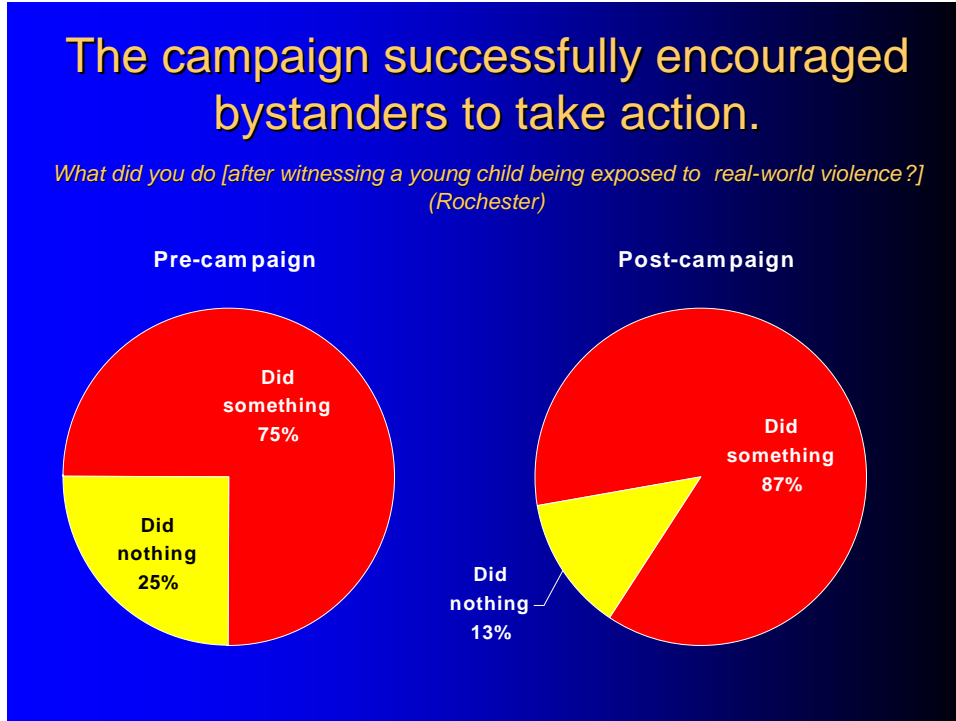
The third question regarding bystanders was asked only of respondents who had witnessed a CEV event. In the pre-campaign survey, 16 percent of adults in both cities said that they had witnessed a young child being exposed to real-world violence during the previous six months. In the post-campaign survey, 19 percent in both cities reported the same. In neither city is this difference statistically significant, so the campaign seems to have had no effect on reporting (assuming no change in the rate of such exposure).

Demographically there is very little response variation by sub-group, with a few exceptions. In both the pre- and post-campaign surveys, a higher proportion of parents of children under 18 than those without children in this age group had witnessed a CEV event (pre: 22% vs. 13%, $Z = 3.32$, $p \sim .0005$; post: 23% vs. 18%, $Z = 1.68$, $p \sim .046$). In addition, Hispanics/Latinos in both administrations of the survey were more likely than both blacks and whites to have witnessed CEV events in the preceding six months (pair-wise comparison Z scores range from 1.72 to 3.1).

The campaign appears to have had an effect on actual behavior (see Chart 6 on the following page). Prior to the campaign, 75 percent of respondents in Rochester who had witnessed a CEV event did something about it, as compared with 81 percent in Buffalo. This difference is not statistically significant. After the campaign Buffalo's percentage of adults who witnessed CEV and acted stayed the same (statistically) at 71 percent, while Rochester increased to 87 percent, a statistically significant difference from pre-campaign ($Z = 1.76$, one-tailed probability $\sim .04$).¹

¹ It is possible that the campaign simply changed norms, not behavior, making it less socially acceptable for respondents to tell interviewers that they did nothing after a CEV event.

Chart 6. Behavior in CEV Events, Rochester, Pre- and Post-Campaign



There was an interesting effect on respondents with children under 18. Prior to the campaign, this group and those without children in this age range were equally likely to do nothing after witnessing a CEV event. After the campaign, though, parents of children under 18 were much less likely to do nothing after witnessing a child being exposed to violence than they were prior to the campaign ($Z = 2.34$, one-tailed p value of .01).

In the post-intervention survey, respondents who did nothing after a CEV event were asked the reason(s). The most common response in both regions was, “it’s none of my business.” Note, though, that the sub-samples available for analysis here are of size 10 in Rochester and 22 in Buffalo, so this finding should be regarded as suggestive, not conclusive.

Was a large proportion of the target group exposed to the campaign?

In the pre-intervention survey, 11 percent of respondents in Rochester and six percent in Buffalo said that they had seen or heard communications regarding the campaign. This question was asked in order to judge the amount of social desirability bias at play, i.e., the proportion of people who are so concerned about what others think of them that they claim to have been exposed in order not to be thought of as ignorant.

After the campaign, 13 percent of respondents in Rochester and nine percent in Buffalo said they had been exposed to the campaign (no statistically significant difference in Rochester).

Given the level of social desirability bias evident in the pre-intervention survey, any conclusion we might draw about the campaign's penetration would be unreliable.

DISCUSSION AND CONCLUSIONS

This last finding begs the question: If we cannot even determine whether respondents were exposed to the campaign, how can we attribute to the campaign the self-reported behavior change found in Rochester? In fact, it is not uncommon for respondents to forget exposure to an ad – only a short time after being exposed to it. Ansolabehere *et al.* (1999) make this clear:

In our own experiments, we asked participants, about thirty minutes after they had watched the experimental ad, to list the ads they could remember. Only half the participants who in fact saw a campaign ad could recall having seen one (Ansolabehere and Iyengar 1995). Clearly, recall is a poor measure of exposure, missing one contact for every one that it captures.

In addition, self-reported exposure to the campaign is higher than the overall percentage among Rochester's adults who witnessed CEV and did something about it (22% vs. 13% overall, a statistically significant difference with z-score of 1.74 and one-tailed p of .04).

So, while the campaign had no discernible effect on knowledge or attitudes, it appears to have had a positive, statistically discernible effect on behavior. We qualify this statement with the word "appears" due to overlap between the Shadow of Violence campaign and an anti-domestic violence campaign run by Alternatives for Battered Women. Due to the non-experimental conditions in the study, we cannot rule out the possibility that this other campaign caused the change in Rochester.

Two primary lessons emerge from the study. First, it appears that public awareness efforts can change CEV bystander behavior. Second, future efforts to boost awareness of the CEV problem should target those with less formal education and income.

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APPENDIX A: PRE-CAMPAIGN SURVEY INSTRUMENT

ROCHESTER SAFE START: SHADOW OF VIOLENCE PRE-AD SURVEY Children's Institute Fall 2002

Hello. My name is _____, and I'm calling long distance from Central Marketing, an independent research firm, on behalf of the University of Rochester.

Screeners

1. Do you live in the City of **(ROCHESTER / BUFFALO, BASED ON RECORD'S ZIP CODE)**?
 - 1) Yes **(CONTINUE)**
 - 2) No **(THANK & TERMINATE)**

2. Are you at least 18 years of age?
 - 1) Yes **(CONTINUE)**
 - 2) No **(ASK FOR ANY ADULT 18+ IN THE HOME; IF NONE, THANK & TERMINATE)**
 - 3) Refused **(ASK FOR ANY ADULT 18+ IN THE HOME; IF NONE, THANK & TERMINATE)**

We selected your phone number randomly for this survey about violence in the City. We're not selling anything, and I won't ask you for a contribution or donation. We really just want to know your opinions.

There are no right or wrong answers, and your responses will remain anonymous. Please feel free to discontinue the interview at any time, and to refuse to answer questions that make you uncomfortable. If you have questions about the study, please feel free to call Mike Epstein at 585-295-1000, extension 266.

If you have any questions about your rights as a research subject, you may contact the Human Subjects Protection Specialist at the University of Rochester at 585-506-0005, and for long distance you may call toll-free at (877) 449-4441.

The survey should last about eight minutes.

3. You do not have to participate in this study. Would you like to participate?
 - 1) Yes **(CONTINUE)**
 - 2) No **(THANK AND TERMINATE)**

In this survey, when we talk about violence we mean real-world violence, such as violence that occurs on the street, in the home, or in school. We do not mean violence in video games or movies, or on television shows. And when we talk about exposure to violence, we mean

exposure as a direct physical victim of violence, as a perpetrator of violence, or as a witness to violence. Please keep that in mind throughout the survey.

Objective 1: Awareness of CEV

4. In your opinion, is the following statement true, or is it false? – The only people harmed by real-world violence are the direct physical victims of it.
- 1) True
 - 2) False
 - 3) Don't know / refused (**DO NOT READ**)

Objective 2: Understanding of Harm

5. What kinds of symptoms do you think young children can exhibit due to exposure to real-world violence? (**OPEN END; DO NOT READ; PRE-CODE; ALLOW MULTIPLE RESPONSES**)
- 1) Easily frightened
 - 2) Demands a great deal of attention
 - 3) Very dependent
 - 4) Frequent temper tantrums
 - 5) Cries and screams a lot
 - 6) Difficulty behaving in school or child care
 - 7) Trouble sleeping
 - 8) Fights a lot with siblings or other children
 - 9) Is very shy or unresponsive
 - 10) Other (**SPECIFY:**)
 - 11) Don't know / refused

For each of the following items, please tell me “yes” if you believe it can be an effect of exposure to real-world violence on young children, “no” if not.

[CODING FOR Q.6-10:

- 1) Yes
- 2) No
- 3) Don't know / refused]

(ROTATE Q.6-10 VIA RANDOM SCRAMBLE)

6. Child becomes frightened.
7. Child becomes confused.
8. Child becomes angry.
9. Child develops long-term emotional problems.
10. Child develops long-term social problems.

Objective 3: Attitudes on Role of Bystander

11. If an adult discovers that a young child has been exposed to real-world violence, what do you think the adult should do? (**OPEN END; DO NOT READ; PRE-CODE; ALLOW MULTIPLE RESPONSES**)
 - 1) Find a quiet time and place to talk to child about his/her experience
 - 2) Be calm and reassuring
 - 3) Encourage child to tell the story and get his/her feelings out
 - 4) Give child your full attention & listen carefully to him/her
 - 5) Assure child that violence was not his/her fault
 - 6) Call LIFE LINE / 275-5151 for more information on how to help
 - 7) Call the police
 - 8) Call Child Protective Services
 - 9) Talk to the child's parents
 - 10) Keep the child's regular routines
 - 11) Nothing
 - 12) Other **(SPECIFY:)**
 - 13) Don't know / refused

Objective 4: Behavioral Intent if Bystander

12. If you were to discover that a young child has been exposed to real-world violence, what would you do? (**OPEN END; DO NOT READ; PRE-CODE; ALLOW MULTIPLE RESPONSES**)
- 1) Find a quiet time and place to talk to child about his/her experience
 - 2) Be calm and reassuring
 - 3) Encourage child to tell the story and get his/her feelings out
 - 4) Give child your full attention & listen carefully to him/her
 - 5) Assure child that violence was not his/her fault
 - 6) Call LIFE LINE / 275-5151 for more information on how to help
 - 7) Call the police
 - 8) Call Child Protective Services
 - 9) Talk to the child's parents
 - 10) Keep the child's regular routines
 - 11) Nothing
 - 12) Other **(SPECIFY:)**
 - 13) Don't know / refused

Objective 5: Self-Reported Behavior in Any CEV Events

13. In the past six months, have you witnessed a young child being exposed to real-world violence?
- 1) Yes **(CONTINUE)**
 - 2) No **(SKIP TO Q.15)**
 - 3) Don't know / refused **(DO NOT READ; SKIP TO Q.15)**

14. What did you do? (**OPEN END; DO NOT READ; PRE-CODE; ALLOW MULTIPLE RESPONSES**)

- 1) Found a quiet time and place to talk to child about his/her experience
- 2) Was calm and reassuring
- 3) Encouraged the child to tell the story and get his/her feelings out
- 4) Gave the child my full attention & listened carefully to him/her
- 5) Assured the child that violence was not his/her fault
- 6) Called LIFE LINE / 275-5151 for more information on how to help
- 7) Called the police
- 8) Called Child Protective Services
- 9) Talked to the child's parents
- 10) It was my child – I made sure the child kept his / her regular routines
- 11) Nothing
- 12) Other (**SPECIFY:**)
- 13) Don't know / refused

Objective 6: Increase Awareness of Campaign

15. I would like to tell you about an advertising campaign designed to increase awareness that young children can suffer harm when they are exposed to real-world violence. The campaign's theme is the Shadow of Violence. In the past six months, have you seen or heard any ads, billboards, flyers, or other communications concerning the Shadow of Violence campaign?

- 1) Yes
- 2) No
- 3) Don't know / refused (**DO NOT READ**)

Demographics

I just have a few more quick questions, to make sure our survey is representative...

16. What is your age please? (**RECORD AGE**)

17. What is your marital status? (**READ**)

- 1) Single
- 2) Married
- 3) Separated / divorced / widowed
- 4) Don't know / refused (**DO NOT READ**)

18. Do you have any children under the age of 18?
- 1) Yes
 - 2) No
 - 3) Don't know / refused **(DO NOT READ)**
19. What is the last grade of formal education you have completed?
- 1) Less than high school
 - 2) High school graduate
 - 3) Some college or vocational school
 - 4) College graduate
 - 5) Post graduate
 - 6) Refused **(DO NOT READ)**
20. To help us make sure our survey is representative, would you please tell me your ethnic background? **(READ RESPONSES; ROTATE VIA RANDOM SCRAMBLE)**
- 1) African-American / black
 - 2) Hispanic / Latino
 - 3) Caucasian / white
 - 4) Asian or Pacific Islander
 - 5) Native American
 - 6) Multi-racial / other **(DO NOT READ; SPECIFY)**
 - 7) Refused **(DO NOT READ)**
21. And purely for statistical purposes, could you please tell me which of the following categories contains your total, annual, pre-tax household income? **(READ RESPONSES)**
- 1) Under twenty-five thousand dollars
 - 2) Twenty-five to thirty-five thousand dollars
 - 3) Thirty-five to fifty thousand dollars
 - 4) Fifty to seventy-five thousand dollars
 - 5) Seventy-five to one hundred thousand dollars
 - 6) Over one hundred thousand dollars
 - 7) Don't know / refused

Thanks for your time!

A. Sex (**BY OBSERVATION**)

- 1) Male
- 2) Female

B. Zip Code (**FROM SAMPLE**)

Rochester

- 1) 14605
- 2) 14608
- 3) 14611
- 4) 14621

Buffalo

- 5) 14209
- 6) 14211
- 7) 14212
- 8) 14213

APPENDIX B: POST-CAMPAIGN SURVEY INSTRUMENT

ROCHESTER SAFE START: SHADOW OF VIOLENCE POST-AD SURVEY Children's Institute Fall 2003

Hello. My name is _____, and I'm calling long distance from Central Marketing, an independent research firm, on behalf of the University of Rochester.

Screeners

1. Do you live in the City of **(ROCHESTER / BUFFALO, BASED ON RECORD'S ZIP CODE)**?
 - 1) Yes **(CONTINUE)**
 - 2) No **(THANK & TERMINATE)**

2. Are you at least 18 years of age?
 - 1) Yes **(CONTINUE)**
 - 2) No **(ASK FOR ANY ADULT 18+ IN THE HOME; IF NONE, THANK & TERMINATE)**
 - 3) Refused **(ASK FOR ANY ADULT 18+ IN THE HOME; IF NONE, THANK & TERMINATE)**

We selected your phone number randomly for this survey about violence in the City. We're not selling anything, and I won't ask you for a contribution or donation. We really just want to know your opinions.

There are no right or wrong answers, and your responses will remain anonymous. Please feel free to discontinue the interview at any time, and to refuse to answer questions that make you uncomfortable. If you have questions about the study, please feel free to call Mike Epstein at 585-295-1000, extension 266.

If you have any questions about your rights as a research subject, you may contact the Human Subjects Protection Specialist at the University of Rochester at 585-506-0005, and for long distance you may call toll-free at (877) 449-4441.

The survey should last about eight minutes.

3. You do not have to participate in this study. Would you like to participate?
 - 1) Yes **(CONTINUE)**
 - 2) No **(THANK AND TERMINATE)**

In this survey, when we talk about violence we mean real-world violence, such as violence that occurs on the street, in the home, or in school. We do not mean violence in video games or

movies, or on television shows. And when we talk about exposure to violence, we mean exposure as a direct physical victim of violence, as a perpetrator of violence, or as a witness to violence. Please keep that in mind throughout the survey.

Objective 1: Awareness of CEV

4. In your opinion, is the following statement true, or is it false? – The only people harmed by real-world violence are the direct physical victims of it.
- 1) True
 - 2) False
 - 3) Don't know / refused **(DO NOT READ)**

Objective 2: Understanding of Harm

5. What kinds of symptoms do you think young children can exhibit due to exposure to real-world violence? **(OPEN END; DO NOT READ; PRE-CODE; ALLOW MULTIPLE RESPONSES)**
- 1) Easily frightened
 - 2) Demands a great deal of attention
 - 3) Very dependent
 - 4) Frequent temper tantrums
 - 5) Cries and screams a lot
 - 6) Difficulty behaving in school or child care
 - 7) Trouble sleeping
 - 8) Fights a lot with siblings or other children
 - 9) Is very shy or unresponsive
 - 10) Other **(SPECIFY:)**
 - 11) Don't know / refused

For each of the following items, please tell me “yes” if you believe it can be an effect of exposure to real-world violence on young children, “no” if not.

[CODING FOR Q.6-7:

- 1) Yes
- 2) No
- 3) Don't know / refused]

(ROTATE Q.6-7)

6. Child sleeps more hours than normal.
7. Child becomes more focused in school to escape the violence.

Objective 3: Attitudes on Role of Bystander

8. If an adult discovers that a young child has been exposed to real-world violence, what do you think the adult should do? (**OPEN END; DO NOT READ; PRE-CODE; ALLOW MULTIPLE RESPONSES**)
 - 1) Find a quiet time and place to talk to child about his/her experience
 - 2) Be calm and reassuring
 - 3) Encourage child to tell the story and get his/her feelings out
 - 4) Give child your full attention & listen carefully to him/her
 - 5) Assure child that violence was not his/her fault
 - 6) Call LIFE LINE / 275-5151 for more information on how to help
 - 7) Call the police
 - 8) Call Child Protective Services
 - 9) Talk to the child's parents
 - 10) Keep the child's regular routines
 - 11) Nothing
 - 12) Other (**SPECIFY:**)
 - 13) Don't know / refused

Objective 4: Behavioral Intent if Bystander

9. If you were to discover that a young child has been exposed to real-world violence, what would you do? (**OPEN END; DO NOT READ; PRE-CODE; ALLOW MULTIPLE RESPONSES**)
- 1) Find a quiet time and place to talk to child about his/her experience
 - 2) Be calm and reassuring
 - 3) Encourage child to tell the story and get his/her feelings out
 - 4) Give child your full attention & listen carefully to him/her
 - 5) Assure child that violence was not his/her fault
 - 6) Call LIFE LINE / 275-5151 for more information on how to help
 - 7) Call the police
 - 8) Call Child Protective Services
 - 9) Talk to the child's parents
 - 10) Keep the child's regular routines
 - 11) Nothing
 - 12) Other (**SPECIFY:**)
 - 13) Don't know / refused

Objective 5: Self-Reported Behavior in Any CEV Events

10. In the past six months, have you witnessed a young child being exposed to real-world violence?
- 1) Yes (**CONTINUE**)
 - 2) No (**SKIP TO Q.13**)
 - 3) Don't know / refused (**DO NOT READ; SKIP TO Q.13**)

11. What did you do? (**OPEN END; DO NOT READ; PRE-CODE; ALLOW MULTIPLE RESPONSES**)
- 1) Found a quiet time and place to talk to child about his/her experience (**SKIP TO Q.13**)
 - 2) Was calm and reassuring (**SKIP TO Q.13**)
 - 3) Encouraged the child to tell the story and get his/her feelings out (**SKIP TO Q.13**)
 - 4) Gave the child my full attention & listened carefully to him/her (**SKIP TO Q.13**)
 - 5) Assured the child that violence was not his/her fault (**SKIP TO Q.13**)
 - 6) Called LIFE LINE / 275-5151 for more information on how to help (**SKIP TO Q.13**)
 - 7) Called the police (**SKIP TO Q.13**)
 - 8) Called Child Protective Services (**SKIP TO Q.13**)
 - 9) Talked to the child's parents (**SKIP TO Q.13**)
 - 10) It was my child – I made sure the child kept his / her regular routines (**SKIP TO Q.13**)
 - 11) Nothing (**CONTINUE**)
 - 12) Other (**SPECIFY;; SKIP TO Q.13**)
 - 13) Don't know / refused (**SKIP TO Q.13**)

12. Why? (**OPEN END – DO NOT READ RESPONSES; PRE-CODE**)

- 1) It's none of my business
- 2) It's the government's job
- 3) Other (**SPECIFY:**)
- 4) Don't know / refused

Objective 6: Increase Awareness of Campaign

13. I would like to tell you about an advertising campaign designed to increase awareness that young children can suffer harm when they are exposed to real-world violence. The campaign's theme is the Shadow of Violence. In the past six months, have you seen or heard any ads, billboards, flyers, or other communications concerning the Shadow of Violence campaign?

- 1) Yes (**CONTINUE**)
- 2) No (**SKIP TO Q.16**)
- 3) Don't know / refused (**DO NOT READ; SKIP TO Q.16**)

14. How many times? **(RECORD NUMBER)**
15. In what format was this ad / were these ads? – **(ROTATE RESPONSES VIA RANDOM SCRAMBLE; READ RESPONSES; ACCEPT MULTIPLE RESPONSES)**
- 1) TV
 - 2) radio
 - 3) billboard
 - 4) brochure
 - 5) poster/flier
 - 6) Other **(DO NOT READ; SPECIFY:)**
 - 7) Don't know / refused **(DO NOT READ)**

Demographics

I just have a few more quick questions, to make sure our survey is representative...

16. What is your age please? **(RECORD AGE)**
17. What is your marital status? **(READ)**
- 1) Single
 - 2) Married
 - 3) Separated / divorced / widowed
 - 4) Don't know / refused **(DO NOT READ)**
18. Do you have any children under the age of 18?
- 1) Yes
 - 2) No
 - 3) Don't know / refused **(DO NOT READ)**
19. What is the last grade of formal education you have completed?
- 1) Less than high school
 - 2) High school graduate
 - 3) Some college or vocational school
 - 4) College graduate
 - 5) Post graduate
 - 6) Refused **(DO NOT READ)**

20. To help us make sure our survey is representative, would you please tell me your ethnic background? (**READ RESPONSES; ROTATE VIA RANDOM SCRAMBLE**)

- 1) African-American / black
- 2) Hispanic / Latino
- 3) Caucasian / white
- 4) Asian or Pacific Islander
- 5) Native American
- 6) Multi-racial / other (**DO NOT READ; SPECIFY**)
- 7) Refused (**DO NOT READ**)

21. And purely for statistical purposes, could you please tell me which of the following categories contains your total, annual, pre-tax household income? (**READ RESPONSES**)

- 1) Under twenty-five thousand dollars
- 2) Twenty-five to thirty-five thousand dollars
- 3) Thirty-five to fifty thousand dollars
- 4) Fifty to seventy-five thousand dollars
- 5) Seventy-five to one hundred thousand dollars
- 6) Over one hundred thousand dollars
- 7) Don't know / refused

Thanks for your time!

A. Sex (**BY OBSERVATION**)

- 1) Male
- 2) Female

B. Zip Code (**FROM SAMPLE**)

Rochester

- 1) 14605
- 2) 14608
- 3) 14611
- 4) 14621

Buffalo

- 5) 14209
- 6) 14211
- 7) 14212
- 8) 14213