Intimate Partner Violence (IPV)

- Also known as domestic violence; wife abuse
- Social marketing campaigns are developed by gov't. & nonprofit organizations
- Campaigns aimed at:
  - **Victims** (Cismaru, Lavack, & Jensen 2010 - SMQ)
  - **Bystanders** (Cismaru, Jensen, & Lavack 2010 - JA)
  - **Perpetrators** (Cismaru & Lavack 2012 – TVA)
Intimate Partner Violence (IPV)

- Global public health concern
- Significant physical, emotional, and economic costs
- Up to 50% of women world-wide are physically assaulted by a partner at least once during their lifetime (Rothman, Butchart, & Cerdá, 2003)
- Costs in medical care, mental health care, lost productivity, & lifetime earnings exceed $5.8 billion in U.S. (U.S. Centers for Disease Control & Prevention, 2003)
- IPV in families of every race, religion, social class, & educational level (Mills, 1998)

IPV Perpetrators

- Often come from violent families (Schwartz, 2005)
- Inter-generational transmission of violence among:
  - Those with violent childhood experiences of family abuse
  - Those who have witnessed family violence (Bevan & Higgins, 2002)
- Other characteristics:
  - Personality / psychopathology traits
  - Alcohol and drug consumption
  - Hostility and anger
  - Depression
  - Behavioural deficits
  - Stress (Tolman & Bennett, 1990)
- Women more likely than men to suffer injury during IPV (Henning & Feder, 2004)
Research Question

- Examine social marketing campaigns aimed at perpetrators of IPV to determine:
  - Do these campaigns conform to the Integrated Model for Social Marketers (IMSM)?

- **IMSM** combines 2 models:
  - Transtheoretical Model
  - Protection Motivation Theory

(IMSM: Cismaru, Lavack, Hadjistavropoulos, & Dorsch, 2008 - SMQ)

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Transtheoretical Model

Prochaska & DiClemente (1984)
Protection Motivation Theory

Rogers (1975, 1983, 1985)

Integrated Model for Social Marketers

<table>
<thead>
<tr>
<th>TTM Stages</th>
<th>Severity</th>
<th>Vulnerability</th>
<th>Response Efficacy</th>
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Methodology

- Conducted Google search & search of academic literature to locate domestic violence campaigns aimed at perpetrators
- Keywords:
  - “domestic violence”
  - “anti-violence”
  - “abuse”
  - “abused women”
  - “abuser”
  - “perpetrator”
  - “domestic violence campaign”
  - “intimate partner violence campaign”
  - “family violence campaign”

Results of Search

- Inclusion criteria
  - Aimed at IPV perpetrators
  - Included mass media components
  - Major campaigns at regional, national, or international level
- Located 16 campaigns in 5 countries:
  - Canada (1)
  - USA (1)
  - UK (6)
  - Australia (4)
  - New Zealand (1)
  - International multi-country (3)
Coding by 2 coders

- 16 campaigns were coded for:
  - Adherence to 5 elements of the Protection Motivation Theory (PMT):
    - Vulnerability, severity, response efficacy, self-efficacy, & cost
  - Which of 5 stages of the Transtheoretical Model (TTM) they addressed:
    - Pre-contemplation, contemplation, preparation, action, maintenance
- Coding addressed all available elements of the campaign

### TTM

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### Protection Motivation Theory

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### Campaign Findings

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International

http://www.mencanstoprape.org/info-url2696/info-url.htm

International

http://www.safe4all.org/
International


USA

Canada

http://www.kanawayhitowin.ca/index.php

UK

UK

http://www.realmancampaign.com/

UK / Ireland

http://www.moveireland.ie/
Australia


New Zealand

Recommendations for IPV Campaigns for Perpetrators

1. Describe the signs of abuse and the ways to identify abuse; this helps abusers to recognize their actions.

2. Explain in detail the severe consequences of abusing an intimate partner, in terms of its impact on the partner, the children (if any), the abuser, and other family members and friends.

3. Emphasize why relationships are so important.

4. Help abusers change their behaviour by provide different behavioural options.

5. Increase the confidence of abusers that they can change and achieve an abuse-free life.

6. If relapse occurs, help abusers to use their relapse as a guide to effective learning.

Media Campaigns that Target Perpetrators of Intimate Partner Violence

Thank you… are there any Questions?

Magdalena Cismaru, Ph.D.
Anne M. Lavack, Ph.D.
Protection Motivation Theory

Figure 2. Cognitive mediating processes of protection motivation theory.

(Sources: Fry & Prentice-Dunn, 2005, 2006; Rogers & Prentice-Dunn, 1997)