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Primary Messages

We want our clients to understand that they matter in a relationship, and compromising or giving in should never result in a violent stage. Our main focus should be on preventative measures- we want these messages to reach the audience and prevent a violent situation from happening and helping end any already dangerous situations.

Sample of our primary messages would be:

- Love should not hurt
- a healthy relationship is one without violence
- Stop it now, before it is too late
- I am not guilty
- This is not normal ... (Have different scenarios of IPV)
- Stop it before ... (have scenarios of IPV)
- I can seek help
- Violence is not funny
- I matter
- I deserve to be happy

We want the public to engage with our campaign and understand all of these messages about awareness, detection and action toward IPV. We want our publics to be able to identify IPV and know about the resources available through the Missouri State Department of Health and Senior Services .

The State of Missouri does not have conventional business competition in the market. There are not any similar agencies working against the goal of decreasing domestic partner

violence in the state of Missouri. There are a few different national organizations that are posting, creating, and using information and education campaigns to work with the same goal of decreasing domestic partner violence. That largest threats are outside messages that will be competing with. These messages include social media and other free speech outlets where the public will make fun of and normalize IPV.

Secondary Messages

From our research we can draw that IPV has a lot of consequences, physical and psychological and we want to use these facts for two reasons; (1) to appeal to emotions of the audience and get them to act and , (2) to appeal to reason and make people aware of the extent IPV can have.

Our secondary research will be drawn from the following facts:

- **Most homicides are committed by relationship partners, IPV can get too far, and is dangerous**

“IPV leaves an emotional and economical mark for individuals and society. About 41% of female and 14% of male survivors have some form of Physical injury related to it and 16% of homicide victims are killed by an intimate partner, and half of female homicide victims in the U:S are killed by a current or former male intimate partner (*Preventing Intimate Partner Violence | Violence Prevention|Injury Center|CDC 2019*)”

- **IPV can have negative effects on victims’ psychological health as well as their physical health**

“IPV can affect an individual psychologically, the consequences include:

- Low self-esteem
- Fear of intimacy
- Anxiety
- Inability to trust
- Post-traumatic stress disorder (PTSD) symptoms
- Emotional detachment
- Sleep disturbances
- Flashbacks

IPV is also associated with increased depression, illicit substance use, antisocial behavior and suicidal behavior among females (Roberts, Klein & Fisher, 2003).”

To complete our secondary messages, we want to gather testimonials, or have a therapist talk about it. As messages are also more relatable when someone is talking about it to us, than to just see statistics listed.

Strategies

Strategy 1 - We want to rely heavily on storytelling and education. People tend to empathise with characters, and for the messages that we want the audience to understand is how they can identify that they (or who else is) are at risk.

Tactics

We will use graphics, and video animations on social media, TV channels, and traditional media, with a combination of the primary and secondary messages, we want to play on emotions and in reason too. We want everyone, victim or not, to understand that they can do something to not get hurt and prevent their loved ones to get hurt.

- Tactic 1 - Instagram/Facebook campaigns contain more long-form content educating publics about
- Tactic 2 - TikTok “This is not normal” campaign of video examples (fictional) of what an unhealthy/potentially dangerous relationships
- Tactic 3 - Twitter “How it started:, How it ended:” campaign of a victim starting in an abusive relationship and ending with her being safe/self-loving by herself
- Tactic 4 - Testimonials/expert video about IPV - This video or set of videos will be posted on YouTube, on Facebook and on the Website.

Essential Factors:

Purpose: We want to make people aware that IPV is real and an actual problem. And we want people who hear our messages, depending on their situation, to take action accordingly, whether it is seeking help, re-evaluating their relationships, etc. We also want to provide information about IPV and resources, although our campaign is going to have its focus on preventative measures.

“The Green Dot Kentucky program is becoming a model for violence prevention in Missouri. It was developed by Dorothy J. Edwards, Ph.D., the director of the Violence Intervention and Prevention Center at the University of Kentucky. Every act of violence against women—every incidence of rape, stalking, assault, or sexist joke, advertisement and music video—is represented by a symbolic red dot. The green dots stand in opposition to the red dots—everyone doing “his/her own little green dot” to make the state safer. A green dot represents “any behavior, choice, word, or attitude that promotes safety for women and communicates utter intolerance for violence.” This bystander model of primary prevention identifies not only student leaders, but also influential people in a community, educating and encouraging them to be responsible for promoting

healthy behavior, affecting social change and recognizing and responding to situations at high risk for violence. Individuals involved in the program act as peer educators to influence others in their community” (Missouri Coalition Against Domestic and Sexual Violence, 2015). ”

Appeal: We plan for our messages to be both informational and motivational, so we will have interactive content on social media that will have people interacting with the content.

Appeal: *Calls to Action*

Effective Strategy

Strategy: Educate Missouri citizens, in and outside the age range for IPV through social media and traditional media channels about the problem, preventative measures and reactive measures that will have a positive impact in the state of relationships and in the overall state statistics.

Possible Outlets for Primary and Secondary Messages

Instagram

We will target 18-24-year-old men & women (predominantly women) whose motivations are seeking information about IPV and what a healthy relationship looks like. Their behaviors include dating, interested in relationships, apt to seeing what social media relationships look like (healthy & unhealthy). Their pain points are not going to read long copy, short attention span using this app and video/visual content is best. They are annoyed with sponsored posts and it is difficult to imbed links. Their goals are to be educated on IPV (the signs) and find healthy relationship examples. This target audience has social media habits of 2+ hours a day on the app and tend to ignore sponsored or promoted posts.

Facebook

We will target 25-35-year-old men & women whose motivations are seeking information on preventing IPV. Their behaviors include possibly married, in serious or long-term relationships. Their pain points are their feed which is often cluttered or shown in an inconsistent/unpredictable order. The goals are to keep in touch with family and friends' lives, share personal information/opinions/life updates. The target audience has social media habits of 1-2 hours a day on the app, likes to look at family/friends' content, and doesn't tend to see a lot of posts from people they don't follow or "like".

Twitter

We will target 20-30-year-old men and women; predominantly males seeking information on preventing IPV. This audience likes content under 240 characters, funny and relatable content. They are usually searching for current trending topics on Twitter. They have short

attention spans, can be bothered by too much serious content but may want to gain information, be educated on IPV, know distinctly what healthy relationships look like, and make it a point that men can also be victims of IPV.

Tik Tok

We will target 18-35-year-old men and women seeking information on preventing IPV. This audience likes funny and relatable content but also is engaged with a story or series.. They are usually searching for current trending topics. short attention span, can be bothered by too much serious content but may want to gain information, be educated on IPV, know distinctly what healthy relationships look like, make it a point that men can also be victims of IPV.

MOCKS OF THE GRAPHICS FOR THE CAMPAIGN





**A healthy relationship,
is one without violence.**

#LOVESHOULDNOTHURT



#LoveShouldNotHurt