

A **SplashCreative**
Research Findings Report
for
Memphis Says NO MORE

Executive Summary

In order to measure the efficacy of its public awareness campaign, Memphis Says NO MORE conducted research via surveys and intense focus groups at the beginning of its community outreach and starting again months later.

The research sought to determine change in public awareness and to look for indications of change in knowledge and attitudes concerning the issues of domestic violence and sexual assault/rape.

These were the objectives of scale-ranking surveys done with questionnaires distributed online and in hard copies. The results were analyzed by the Themis Center for Justice Policy, Practice & Research under the direction of University of Memphis professor Dr. Angela Madden. Six focus groups were conducted by Splash Creative — three focus groups in two separate periods of time, all conducted by the same facilitator using the exact same script of questions and with participants recruited from throughout the metro area.

Specific results from the surveys and the focus groups are enclosed in this report.

The campaign itself utilized a variety of methods to take its messages to the general public. These included:

Public Events. The campaign was introduced in a downtown press conference; during halftime of a Memphis Grizzlies game, and at various other public events around the city.

Advertising. The campaign utilized local television commercials and public service announcements, MATA bus ads, digital billboards at the airport, and jumbotron messaging at Grizzlies games.

Printed Materials. Thousands of posters, wristbands, t-shirts and pocket cards have been distributed throughout the city.

Website. A Memphis Says NO MORE website, linked to the national NO MORE site, and carrying images and videos was built and launched. Videos also are housed on YouTube.

Public Relations. News stories have been generated about the campaign, and campaign representatives have appeared on TV and radio talk shows.

The surveys and focus group research strongly indicate that the awareness efforts have been successful. Two major findings can be taken from the research:

- **A very significant increase in the public's awareness of Memphis Says NO MORE and about the issues of Domestic Violence and Sexual Assault/Rape have been demonstrated during the period of the campaign.**
- **Positive change is indicated in some key attitudes toward victims of DV and SA/Rape.**

It is safe to conclude that the Memphis Says NO MORE campaign has been successful in generating more awareness and partially successful in affecting some attitudes in which victims tend to bear blame.

The research also demonstrates that additional improvement can be made in those attitudes in the community.