

A **SplashCreative**
Research Findings Report
Memphis Says NO MORE
Focus Groups, Phase 2

EXECUTIVE SUMMARY

Three focus groups were conducted in late 2016. The sessions, held on October 29, November 10 and November 22, lasted 102 minutes, 97 minutes and 91 minutes respectively.

The first session was held in the offices of Splash Creative, the second at Lindenwood Christian Church and the third at First Baptist – Broad Church. Attendees were paid a \$50 stipend in thanks for their time. A total of 32 adults participated. The participants represented various areas of the city: Binghampton, Central Gardens, Frayser, Raleigh, East Memphis, South Memphis, Germantown, Cordova, Crosstown, Mt. Moriah, Berclair, Downtown, Uptown and the University of Memphis neighborhoods.

Here is the racial and gender breakdown:

Men: 17	Women: 15
Caucasian: 14	African American: 18

The sessions in this second phase of the focus group research were conducted by the same facilitator as in the first phase and the same script was used to induce conversation and to get replies. The facilitator made certain all participants had a chance to speak and give opinions. Each session proved to be lively as the subject matter was deemed extremely important in Memphis.

Participants in session 1 were all women and the third session was made up of men only. The middle session included an equal number of men and women.

The sessions demonstrated significant changes from the first phase. In particular:

- the majority (23 of 32 participants or 72%) were familiar with the Memphis Says NO MORE awareness campaign as compared to the first phase (6 of 28 participants 21%).

- Fewer participants were inclined to put blame on rape or sexual assault victims.

- More participants volunteered that men must “step up” and “speak out” against sexual violence. Two female participants raised the issue of men positively affecting the actions and words of men in the first phase; 11 women and four men did so in the second phase.

However, there also were some attitudes that did not show change:

QUANTITATIVE ANALYSIS

First Questionnaire

Participants were asked whether the following nine civic problems in our city are “major” problems or “minor” problems (or don’t know).

The items listed were in no particular order; domestic violence and sexual assault/rape were placed apart from each other in the list so as to be considered separately. (Boldface emphasis here was not included in the questionnaires passed out.) Results:

Poverty Major 86% Minor 14% Don’t Know 0%

Local Gov. Finances Major 60% Minor 24% Don’t Know 16%

Domestic Violence Major 85% Minor 14% Don’t Know 1%

Abandoned Prop/Blight Major 71% Minor 23% Don’t Know 6%

Public Education Major 71% Minor 20% Don’t Know 9%

Unemployment Major 66% Minor 26% Don’t Know 8%

Race Relations Major 80% Minor 16% Don’t Know 0%

Sexual Assault/Rape Major 83% Minor 16% Don’t Know 1%

Homelessness Major 51% Minor 37% Don’t Know 12%

Crime Major 88% Minor 8% Don’t Know 4%

Drugs Major 60% Minor 31% Don’t Know 9%

Transportation Major 49% Minor 37% Don’t Know 4%

The responses show that poverty, domestic violence, race relations, sexual assault/rape and crime were believed to be the biggest problems facing the city, closely followed by public education and blight. Both domestic

violence and sexual assault/rape moved higher in the estimation of these participants compared to the first focus groups.

Second Questionnaire

Participants were asked to mark on the second sheet whether certain statements are “true “or “false” or to mark “don’t know.” Results:

Most victims of domestic violence are women

True 94% False 6% Don’t Know 0%

Men are not victims of domestic violence.

True 0% False 96% Don’t Know 4%

Domestic violence only happens in poor neighborhoods.

True 0% False 97% Don’t Know 3%

Domestic violence only happens to minority groups.

True 0% False 100% Don’t Know 0%

Domestic violence happens among same-sex partners.

True 72% False 8% Don’t Know 20%

Most victims of sexual assault/rape are women.

True 90% False 6% Don’t Know 4%

Most sexual assaults/rapes are committed by strangers.

True 6% False 86% Don’t Know 8%

“Date Rape” just means the girl or woman changed her mind later.

True 0% False 92% Don’t Know 8%

Most cases of sexual assaults/rape are never reported to authorities.

True 84% False 3% Don’t Know 13%

More participants recognized that the majority of sexual assault victims are women in this round of focus groups from 82 to 90%. Also, as anticipated, there were fewer “Don’t Know” responses made, which may

indicate an increase in knowledge and awareness of the facts but which also could indicate more knowledge among the second set of participants.

Third Questionnaire

This exercise asked participants to tell whether they were familiar with (had ever heard of) certain product or campaign slogans, and whether they could name the organization behind each slogan. “No More” was placed in the list two-thirds from the top. This questionnaire again served to break the seriousness of the sessions, but (most important) to determine any knowledge or familiarity with the No More positioning statement/brand. (Boldface for emphasis here only.)

Results:

	Familiar	Not Familiar	Name
Eat Mor Chikin	89%	11%	70%
Absolutely, Positively	49%	51%	16%
Just Do It	77%	23%	66%
I Am A Man	68%	32%	62%
Got Milk?	75%	25%	22%
It’s The Real Thing	60%	40%	45%
Let’s Move	52%	48%	22%
No More	72%	28%	40%*
Friendly Skies	55%	45%	10%
A Little Dab Will Do Ya	40%	60%	10%
Ultimate Driving Machine	36%	65%	8%

“No More” was recognized by 23 of 32 participants, a significant growth over a year’s time among people recruited for the focus groups sessions from through the city and in a variety of ways. The recognition was about

equal among men and women of both races. Participants talked about seeing references on television, on city buses and in “hand-outs.”

- When asked to name the organization behind the Memphis Says NO MORE campaign, various groups were mentioned, including the NFL, the City Mayor’s Office, the Women’s Council and the “Rape Kit Group” (by four individuals).

Awareness of the campaign grew from one-fifth of participants a year ago to nearly three-fourths of participants in the second round of focus groups.

Fourth Questionnaire

This hand-out, aimed primarily at existing attitudes and behaviors, asked participants to decide if they agreed with, disagreed with or found “some truth” in statements about DV or sexual assault/rape.

As was true in the first round of focus research, these questions brought about the most animated discussions.

A decided difference in how men and women look at the statements is evidenced by the reactions. For example, women disdainfully laughed at the phrase “boys will be boys.” As one woman said, “We need men to be men!” On the other hand, men were more reticent to pounce on the statement.

Women were more apt to be divided about whether a victim brings problems on herself by the way she dresses. Women do not accept that a female victim is ever “asking for it” but some men still do see truth in that statement

The question of “She should just leave!” remains a difficult one for all participants to work through: leaving a bad domestic situation is a good thing; but there is recognition that leaving can be difficult.

Results:

	<u>Agree</u>	<u>Disagree</u>	<u>Some Truth</u>
She shouldn't dress in sexy clothes	15%	48%	37%
These are only women's issues	0%	93%	7%
But he's really a nice guy	5%	80%	15%
Boys will be boys	0%	88%	12%
It doesn't happen in good families	0%	94%	6%
She should just leave	39%	32%	29%
Next time I'll say something	36%	36%	28%
Women shouldn't stay out late	10%	43%	47%
Sometimes women are asking for it	9%	81%	10%
She seemed fine afterwards	0%	86%	14%
He warned her!	0%	98%	2%
It's not any of my business	5%	75%	20%

It can be seen that "some truth" still is seen in certain activities women might be doing before an assault; these indicate deeply entrenched beliefs that will take more education to significantly change.

QUALITATIVE ANALYSIS

After Welcome, Introductions and Setting the Stage for participants in each session, the first questionnaire was passed out in which participants were asked to decide whether 12 specific civic issues were major or minor problems in the city... "We are going to pass out a sheet of paper containing a list of social issues that face Memphis and most communities. Please mark whether you think these problems are major or minor in our city. Or if you don't know, mark that."

Upon completion and a verbal listing of their beliefs <see Quantitative section>, people were asked to define "domestic violence." These were the typical answers and participants often elaborated on others' responses:

"Violence that happens in the family."

"Yes - to people you know."

"It's too often what happens if you make your boyfriend or husband mad."

"People fight, police are called, they go to court"

"It's abuse in the home"

"Or away from home if you know the person"

"It's not just physical abuse, either."

"Words can make a woman an emotional wreck"

Participants were asked to list other words or phrases they know or have heard that refer to violence in the home or among relatives and friends.

"DV"

"Spouse abuse"

"Family violence"

*Participants were asked next to define "sexual assault."
People listed the following definitions:*

"Force sexual relations."

"It's sex when one person doesn't say 'yes'"

"Rape"

"Harassment"

**“Using your body without permission”
“Unwanted advances”**

Next the participants were given a sheet of paper (second questionnaire) and asked to mark whether they believe the nine statements it contained to be true or false or if they don't know.

The results showed that more participants appeared to be aware that most victims of domestic violence are women and that DV can happen across socio-economic lines. More also were informed that sexual assaults and rape are committed by people known by victims, rather than by strangers.

However, date rape continues to be a subject many aren't familiar with or know a lot about, and there is much room for more awareness about the number of sexual assaults and rape that go unreported.

In most cases, most of the respondents supplied similar answers to the third questionnaire, but there continued to be “hot button” topics related to how women dress or act. All three groups were very animated during these discussions and attitude differences were apparent between men and women, and between older women and younger women.

From Focus Group 1 (all women):

Woman: “Women shouldn't dress sexy.”

Woman in response: “Well, what is sexy clothes anyway. It's different from person to person.”

“I think some women do dress provocatively — to get a man.”

“What a woman wears has nothing to do with assault. It's control, not sex.”

From Focus Group 2:

“Talking about how a woman dresses — or what time she goes out — isn't the point. The point is the perpetrator has no right to assault or rape someone.”

From Focus Group 3 (all men):

“Women, especially young women, have got to watch what they're wearing out in public.”

“There’s no sense in inviting trouble.”

“Here’s the thing: we men are supposed to control ourselves.”

“That’s right. And set an example. And tell the dudes stop it.”

Participants were asked whether they considered domestic violence and sexual assault/rape more a public issue or more a private matter. Responses were across the board in all of the sessions and confusion reigned about whether the issue is private or public. In all the sessions, most agreed this is a public issue that needs airing. This appeared to be a different overall response from the initial phase.

“It’s a public issue; it can happen anywhere”

“If it’s going on, it’s everyone’s concern”

“Rape and sexual assault have been too private too long”

“We’re talking about crime. How public can you get?”

The next questionnaire concerning slogans was passed out.

After that exercise the facilitator told participants that experts believe it is true that only one in four cases of domestic violence and sexual assault/rape are reported. They were asked why they think that would be so.

Participants in the three sessions gave much the same answers (women listed more reasons than did the men) and they included:

Fear and intimidation

Shame

Being victimized again but in a different way (public notoriety)

Stigma in the work place “or even at church”

Expense of pursuing justice

Publicity

Facing disbelief or shunning

Participants in all three sessions were asked what they know about a local issue surrounding “rape kits.” Thirty of the 32 people knew of the issue; some

could explain it well. Numerous participants knew that a task force is working with officials on the issue.

The next questionnaire containing statements made about DV and sexual assault/rape was passed to the attendees. Lengthy discussions occurred, especially on items where people marked "some truth" to the statements. <See Quantitative section.>

Participants were asked if they knew of any community resources to help victims of domestic violence or assault and rape. Many could not provide an answer. Others were better informed. No one thought there are enough resources to help victims in the community.

Participants listed the following

Women's Council
Women's DV Shelters
Crime Victim's Center
Family Exchange Center
YWCA
Rape Crisis Center
DA crime victims unit

The facilitator ended each session with an open-ended question that he told the group would not have a "yes" or "no" answer: In your opinions what can or should be done to stop domestic violence and sexual assault/rape?

The responses were broad but largely the same across all three focus groups. Session recorders listened and recorded any key phrases (education, communication, more police, men should be more outspoken, solve underlying issues, or "Women should ...")

"There are too many young moms today"

"Education must start at home. Bring 'em up to know what's right and what's wrong."

"We need to get more young people and families to church or other faith places"

"More discipline and how to act honorably"

"Too many guns on the street and people willing to use them"

"We men have to do more"

"I want to see more men speak up firmly"

**Like President Kennedy said, Ask not what your community can do for you, ask what you can do for your community
“We need more discussions throughout the community and more information so more people know what’s going on and what can be done about it”**

CONCLUSION

The Memphis Says NO MORE campaign has created change in certain areas. Awareness of the campaign itself, by name and by subject matter, grew from 21% to 72% in a year’s time, comparing similar numbers of people from widespread areas of the community. This only can be accounted for by the concerted campaign to advertise on the issues and to inform citizens through events and the distribution of informational materials.

It also is fair to conclude that more people are aware domestic violence and sexual assault/rape are “hot issues” currently in our city.

However, results from the second round of focus groups suggests there is much work to be done when it comes to changing personal knowledge and awareness about causes of violence. Furthermore, additional public education is needed to alter long-held attitudes — and by extension behaviors — about both the root causes of violence and how it affects victims.