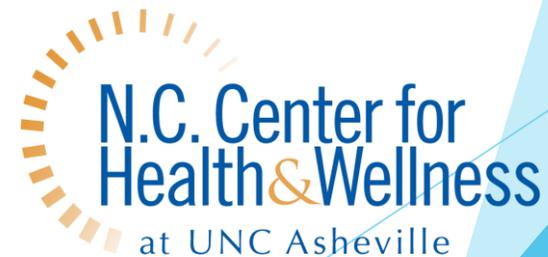




# Cross-agency collaboration to develop the “attitudes towards violence survey” and inform prevention and treatment efforts

Monday, October 26, 2020, 10:30 a.m.

Emma Olson, MPH, MSW  
Director of Partnerships and Evaluation  
eolson1@unca.edu



# Desired Results for this Presentation

- ▶ **Introduce an instrument** to inform violence prevention programming in your communities
- ▶ Provide an **overview of the development process and changes** to influence other public health surveys
- ▶ Share **lessons learned** related to issues of trauma for general awareness

**DID YOU KNOW...?**

**5,000**  
AVERAGE NUMBER OF  
REPORTED CASES OF  
CHILD ABUSE PER YEAR  
IN BUNCOMBE COUNTY.<sup>2</sup>

**1 IN 5**  
CHILDREN  
WILL  
EXPERIENCE  
ABUSE.<sup>1</sup>

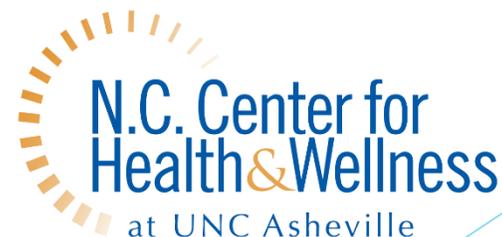
**1 IN 10**  
CHILDREN WILL BE  
SEXUALLY ABUSED  
BY AGE 18.<sup>4</sup>

**ADULTS IN NORTH CAROLINA  
ARE REQUIRED BY LAW  
TO REPORT SUSPECTED  
OR KNOWN CHILD ABUSE.<sup>1</sup>**

1. NC G.S. § 7B-301(a)  
2. Buncombe County Government  
Mountain Child Advocacy Center  
4. Darkness to Light

# Core Partners and Collaborators

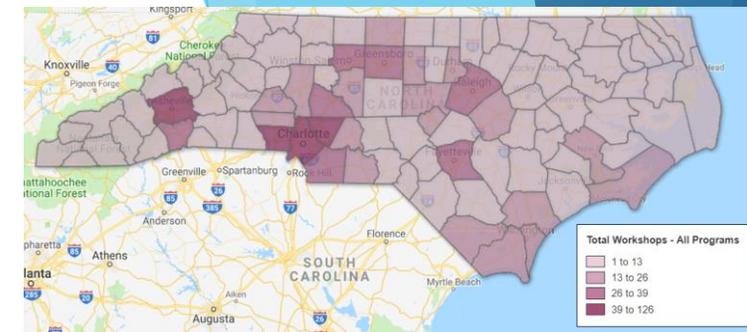
- ▶ Christy Price, BA, Hannah Stampe, MSW, & Erin Bee, MPH, Helpmate
- ▶ Laura Jones, PhD, MS, NCC & Lyndi Hewitt PhD, UNC Asheville
- ▶ Emma Olson, MSW, MPH, NC Center for Health and Wellness
- ▶ Deanna LaMotte, MPH, Med, Buncombe County Health and Human Services/MAHEC



Input from OurVoice & Mountain Child Advocacy Center

Initially funded by Mission Hospital Community Investment grant and with support from WNC Health Network

# NC Center for Health and Wellness at UNC Asheville



*NCCHW Initiatives Impact across NC*

**Mission-** Develop equitable opportunities that lead to healthy North Carolina communities.

**What We Do-** Impact policy, build capacity, and ignite community initiatives into action.

**How We Work-** Culture of Results is a training and technical assistance program that supports partners in understanding strengths and needs, measuring impact and improving results.

<https://ncchw.unca.edu/what-we-do/culture-of-results-initiative/>

<https://ncchw.unca.edu/what-we-do/collaborative-research/>

**Remember...**



**Sensitive topics and numbers are people  
including us**

# How this work began...

## A Survivor's Journey **In Buncombe**

In the first 3 days after victimization

### **A Survivor...**



fills out **61** forms



travels **8** times



makes **5** phone calls

talks to **21** people



some never get help...



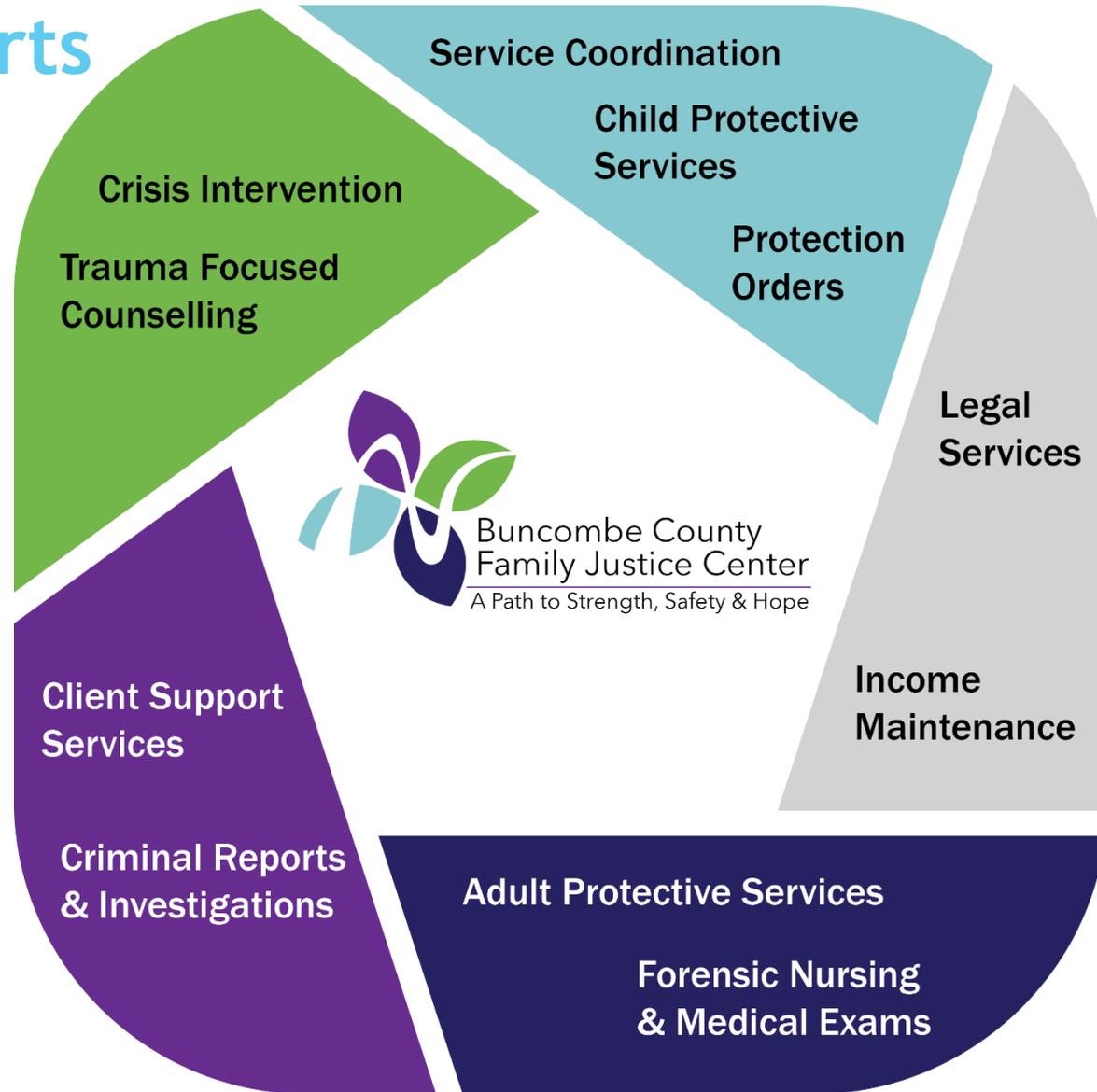
receives **30** referrals



waits **12** times



# What the efforts influence...



Family Justice Center is a multi-disciplinary service center that enables victims of domestic violence, sexual assault, and elder abuse to access a range of government and community services under one roof.

# Attitudes Towards Violence Survey

## Purpose

- ▶ Longitudinally measure attitudes and perceptions about social norms, types of violence, and communities affected by violence.
- ▶ Annual data informs targeted education, outreach, and advocacy.
- ▶ Measure changes in prevention through perceptions-- before violence happens.

## Timeline

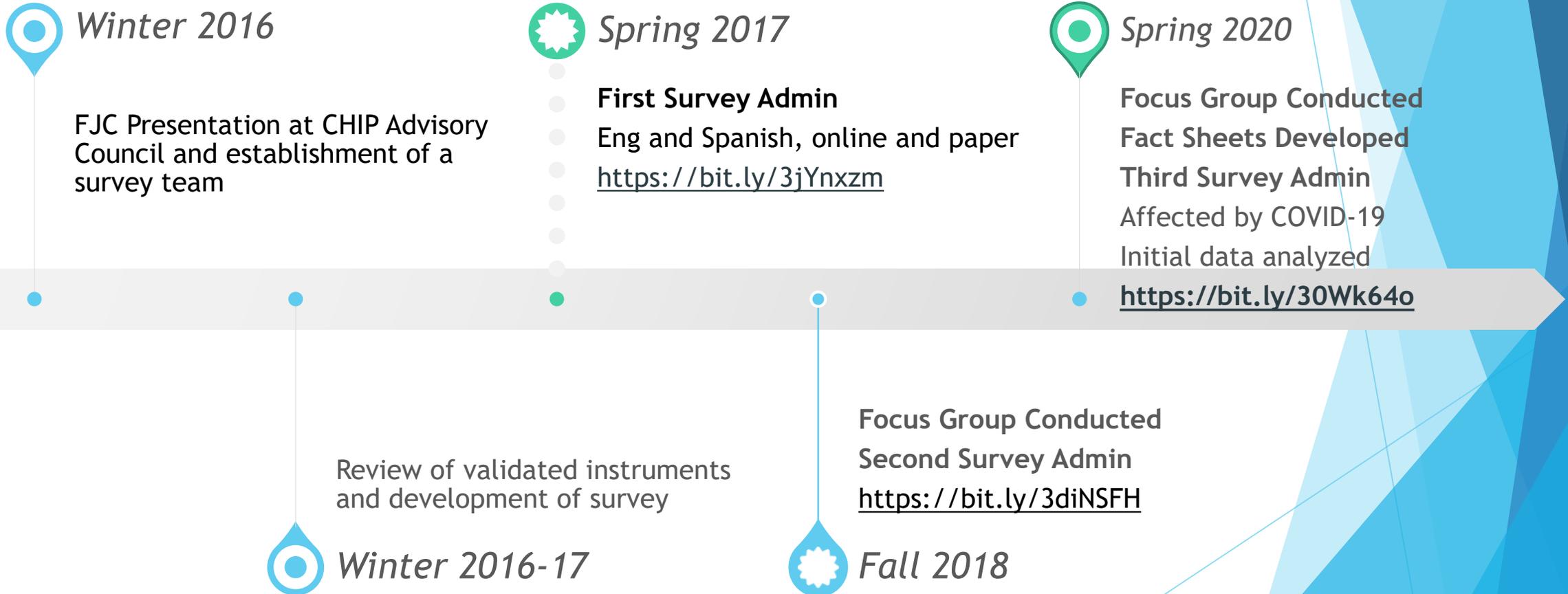
2016-2020

## How We Work

Core team developed survey with input from key stakeholders in BC, NC and revisions between administrations.

Survey link: <https://bit.ly/30Wk64o> - please credit and contact us!

# Project Milestones



# Attitudes Towards Violence Survey Development, Implementation and Revision Process

- Built upon existing validated tools
- Instrument and protocol modified after each administration and data analysis
- Conducted two focus groups to examine clarity and validity and revise
- UNCA IRB approval of focus groups and 2018 & 2020 administrations
- Fact sheets developed over concerns about perpetuating myths
- Diverse local Violence Prevention Taskforce partners reviewed survey to ensure it was culturally appropriate and will support distribution efforts

# Key Changes to the Survey Over Time

- Order of questions revised to reduce triggering and bias
- Data analysis led to modifications in tool and sampling strategies (Ex: wrt language and zip code)
- Tool was modified to:
  - Be more inclusive of gender non-conforming individuals
  - Incorporate additional content areas
  - Include questions about groups at risk for experiencing or perpetrating violence (ex: BIPOC, people with mental health conditions and differently abled)
  - Add perceptions of risk the use of bathrooms by transgender individuals based new NC legislation



I BELIEVE THAT IN GENERAL...	Strongly Agree	Agree	Disagree	Strongly Disagree
I would be willing to intervene if I believed a sexual assault was occurring (e.g., say something, call police, tell someone, etc.).				
On the whole, men make better business executives than women do.				
If someone doesn't respect a partner's request to stop during intercourse it should be considered rape.				<input type="checkbox"/>
Only women can be raped.				
People who accept money to perform sexual acts cannot be raped.				

For each question below, please answer Yes or No.

Check one box for each question	Yes	No
Have you or anyone close to you experienced domestic/partner abuse?		
Have you or anyone close to you experienced sexual violence?		
Have you or anyone close to you experienced child abuse?		
Have you ever received help from a domestic or sexual violence organization following a personal experience?		
If you or someone you know experienced domestic or sexual violence, would you know where to go for help in Buncombe County?		
If someone you know experienced child abuse, would you know where to go for help in Buncombe County?		
Have you ever attended a presentation or training that focused on domestic or sexual violence?		
Have you ever attended a presentation or training that focused on child abuse?		
Have you ever had to report suspected or known child abuse to an authority figure (e.g., DSS, law enforcement, school administrator, counselor, etc.)?		

Experiences with:

- Domestic/partner abuse
- Sexual violence
- Child abuse
- Support for these issues
- Presentations on these issues
- Reporting child abuse

Knowledge of:

- Services for support

# Fact Sheets

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## did you know...?

**1 OUT OF EVERY 10**  
RAPE VICTIMS  
ARE MALE.<sup>1</sup>

**8 OUT OF 10 RAPES**  
ARE COMMITTED BY  
SOMEONE THE VICTIM  
KNOWS.<sup>1</sup>

THE PREVALENCE OF FALSE  
REPORTING (OF RAPE) IS LOW –  
BETWEEN 2 AND 10%.<sup>3</sup>

IT IS ILLEGAL TO CONTINUE ANY FORM  
OF SEXUAL CONTACT OR SEXUAL ACT  
AFTER CONSENT HAS BEEN REVOKED.<sup>5</sup>

NORTH CAROLINA IS RANKED  
8TH OUT OF ALL 50 STATES  
FOR REPORTED CASES OF  
HUMAN TRAFFICKING.<sup>2</sup>

1. Rape, Abuse & Incest National Network,
2. Human Trafficking Hotline,
- 3 & 4. National Sexual Violence Resource Center,
5. NC G.S. § 14-27.20 (1a) b.

## did you know...?

### IPV is experienced by

- 54% of trans-individuals.<sup>1</sup>
- 44% of lesbian women.<sup>2</sup>
- 61% of bisexual women.<sup>2</sup>
- 26% of gay men.<sup>4</sup>
- 37% of bisexual men.<sup>5</sup>

**7**  
the number of times  
an abused woman will  
leave before she  
leaves for good.<sup>6</sup>

Domestic Violence is also  
referred to as  
Intimate Partner Violence  
or IPV.

**1 in 3 women.**  
**1 in 4 men.**  
experience IPV.<sup>7</sup>

People with Disabilities  
are 2x as likely  
to experience  
IPV.<sup>7</sup>

1. 2015 US Transgender Survey
- 2-6. 2010 National Intimate Partner & Sexual Violence Survey
- 7-8. National Coalition Against Domestic Violence

## *So what?*

### How the survey data informed treatment and prevention efforts

- ***Key “misperceptions” were identified as opportunities for education:***  
Questions with the largest variance in response rates were related to someone being able to leave if they were in an abusive relationship, the acceptability of hitting a child, individuals who identify as LGBTQ being at higher risk for violence.
- ***Data drove increased sampling and targeted interventions:***  
Stratifying data by zip code showed certain groups demonstrated adherence to harmful myths, attitudes, and beliefs regarding gender-based violence and child abuse\*\*
- ***Future opportunities for local data collection:***  
Stratifying data by sexual orientation could show whether some groups are at higher risk of experiencing violence locally, correlations between perceptions and experience/knowledge

\*\*Concern about the data being not representative of the general population due to snowball sampling.

# Preliminary Results from 2020 Administration

Questions with widest variance are:

*“People with mental illnesses are more likely to be victims of violence than perpetrators of violence.”*

*“It is a choice to abuse one’s intimate partner.”*

*“Someone experiencing domestic/partner abuse can choose to leave the relationship when it gets really bad.”*

*“The current system for responding to child abuse is effective in addressing the issue.”*

*“Sex trafficking is a problem in Buncombe County.”*

*“All rapes are committed using physical force.”*

*“All adults in North Carolina are legally required to report suspected or known child abuse.”*

N= First 313 respondents (online only)

~30% have personally experienced violence

~88% have not sought personal help

~65% have attended a training on violence

# Thank you again to our partners...

## Contact us with questions and for more info

- ▶ Emma Olson, MSW, MPH, NC Center for Health and Wellness  
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