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Expect Respect television advertising campaign: evaluation report

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Expect Respect

Television Advertising Campaign

Evaluation Report

March 2006

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Background

What is the *Expect Respect* project?

The *Expect Respect* project is a social marketing campaign to increase young people's knowledge of the dynamics of healthy and unhealthy relationships. It represents the latest stage in an ongoing campaign by the *Kids Really Count* interagency committee (a collaboration between the Ballina Byron Family Centre, the NSW Strategy to Reduce Violence Against Women, Lismore & District Women's Health Centre, Mullumbimby Community Health and Lismore City Council) to raise public awareness about the impact of domestic violence on children and young people.

How was the *Expect Respect* project developed?

During 2002 and 2003, consultations were held with young people from diverse geographical environments and cultural backgrounds about what messages they thought would be useful for young people experiencing violence and abuse in their intimate relationships. As part of these consultations, a competition was held to determine the most appropriate ways of promoting those messages.

The *Expect Respect* television advertisement evaluated in this report represents the winning entry from that competition. The advert particularly targeted young women, aged 14 to 24 years old, with the message to talk to someone if they were concerned they were in an unhealthy relationship. It was screened on a Northern Rivers regional television station for a seven week period, starting at the beginning of June 2005, during programs most watched by the target group, such as *Big Brother*, *The Simpsons*, *Neighbours* and *Video Hits*.

Aims of the Expect Respect television advert

The *Expect Respect* advert aimed to:

- Raise young women's awareness about healthy and unhealthy relationships;
- Raise young women's awareness that violent or abusive relationships are not healthy;
- Reduce the isolation of those in violent or abusive relationships;
- Increase discussion about relationships amongst family and friends;
- Increase young women's capacity to make informed decisions about relationships; and,
- Inform young women about services they can call upon if they are in unhealthy relationships.

Aim of this evaluation

This evaluation sought to determine the effectiveness of the *Expect Respect* advertising campaign in terms of meeting the aims outlined above.

METHODS

Sample

The evaluation aimed to survey a total of 600 young women, aged from 14-24 years, living in the Northern Rivers, within reach of the *Expect Respect* advertising campaign – 200 during the last four weeks of the advertising campaign (**DURING** group), 200 during the first four weeks immediately following the campaign (**POST1** group) and 200 during the second four weeks following the campaign (**POST2** group). A further 200 young women living outside the Northern Rivers (**CONTROL** group) were to be interviewed as a comparison group against which to compare the responses from the first three groups.

Data sources

The survey instrument

The survey (see Appendix A) took approximately five minutes to complete and no individual identifying information was recorded. It gathered respondents' information across the following topics:

- Their awareness of the signs of an unhealthy relationship;
- Their awareness of people or services where people in unhealthy relationships can seek help or support;
- Their confidence in their ability to seek help and support if they found themselves in an unhealthy relationship;
- Their confidence in their ability to leave an unhealthy relationship;
- Their awareness and recall of the advertising campaign – its content and message;
- Their basic demographic characteristics – age, ethnic background and postcode; and
- Their rates of watching the television programs during which the *Expect Respect* advert was aired.

NSW Domestic Violence Helpline information

Data was also collected regarding the number of people calling the NSW Domestic Violence Helpline telephone number.

Procedure

As limited funds were available for this evaluation, volunteer young women were trained to interview their peers. A convenience sampling process was used in a variety of locations and settings, with the majority of respondents surveyed during the *Splendour in the Grass* festival at Byron Bay – which coincided with the last weekend of the television advertising campaign. Surveys were also collected in a range of other settings, including Southern Cross University, Lismore TAFE, downtown Lismore and several Northern Rivers high schools.

The interviewers were trained to complete the surveys with respondents individually and verbally, as most questions required open-ended answers from respondents – which the interviewer would then code across a number of pre-coded response options, wherever possible.

Analyses

Basic descriptive statistics, such as frequency distributions of the sample, were used to summarise survey responses within each respondent group. Comparative analyses were also conducted, including chi-square tests (continuity-adjusted for 2*2 tables, standard for larger tables) for categorical data and two-sample t-tests and one-way ANOVAs for continuous data. These comparative analyses explored whether significant differences existed between the different groups of respondents.

Some analyses compared responses between the sampled groups, based on place of residence and time in relation to the *Expect Respect* advertising campaign:

- **CONTROL** group – respondents living **outside** the Northern Rivers surveyed **during** the *Expect Respect* advertising campaign.
- **DURING** group – respondents living **within** the Northern Rivers surveyed **during** the *Expect Respect* advertising campaign.
- **POST** group – respondents living **within** the Northern Rivers surveyed in the two months **after** the *Expect Respect* advertising campaign. This group represents a combination of the planned POST1 and POST2 due to too few surveys (n=12) being completed during POST1 time period.

Other analyses compared responses between those who had **SEEN** the *Expect Respect* advert and those who had **NOT SEEN** it, regardless of when the survey was completed or where the respondent lived.

Results

Response rate

A total of 437 young women completed the survey. Only 86 refusals were recorded (74 at *Splendour* and 12 in other settings), indicating an 84% response rate to the survey. However, there was some apparent variation from the planned, verbal survey administration method due to some respondents appearing to have mentioned every, or almost every, response option in their answers to the survey questions. Therefore, 15 surveys, which met three or more of the following criteria were excluded from the analyses:

- Responses about signs of an unhealthy relationship totalled more than half of the 16 possible options;
- Responses about available support services or people totalled six or more of the nine possible options;
- Respondents answers included all seven possible aspects of the advert; or
- Respondents' answers included all five possible messages of the advert.

Hence, a total of 422 surveys provided the basis for the analyses, comprising 247 young women living within the Northern Rivers region and 175 living outside the region. When considering recruitment group, of the 422 analysed surveys, 175 young women were in the CONTROL group, 158 were in the DURING group and 89 were in the POST group. When considering *Expect Respect* advert awareness, of the 422 analysed surveys, 236 were in the SEEN group and 186 were in the NOT SEEN group.

Sample characteristics

As shown in Table 1, there were some significant differences between the groups of respondents, as recruited:

- As expected, all CONTROL group respondents, most DURING group respondents and no POST group respondents were interviewed at the *Splendour in the Grass* festival.
- Respondents in the CONTROL group were older than those in the DURING and POST groups (χ^2=63.1, p<0.0001).
- As expected, all DURING and POST group respondents but no CONTROL group respondents lived within the Northern Rivers.
- Respondents in the CONTROL group reported lower overall rates of watching the programs during which the *Expect Respect* advert was aired (F(2,419)=3.02, p<0.001).

Table 1: Demographic and television watching characteristics of respondents, by recruitment group

Characteristic		CONTROL (n = 175)	DURING (n = 158)	POST (n = 89)	Overall (n = 422)
Survey location	*Splendour in the Grass* festival	100%	72%	0%	68%
	Other setting	0%	28%	100%	32%
Age	14 – 19 years	37%	80%	58%	58%
	20 – 25 years	63%	20%	42%	42%
Area of residence	Within Northern Rivers	0%	100%	100%	59%
	Outside Northern Rivers	100%	0%	0%	41%
Family background	Anglo-Australian	91%	84%	80%	86%
	Aboriginal or Torres Strait Islander	4%	1%	5%	6%
	NESB-Australian	2.5%	6%	15%	3%
	Other / Missing	2.5%	9%	1%	5%
Level of watching programs where advert was aired *	*Big Brother*	2.0	2.2	2.1	2.1
	The Simpsons	2.7	3.0	2.8	2.8
	Everybody Loves Raymond	1.7	1.8	1.7	1.7
	Neighbours	1.8	2.3	2.5	2.1
	Video Hits	1.6	2.3	2.0	1.9
	TOTAL RATING (5-20)	9.8	11.1	11.2	10.6

* Program Watching was measured frequency on a 4-point scale, where 1 = Never, 2 = Occasionally, 3 = Quite Often and 4 = Almost Always

As shown in Table 2, there were also some significant differences between the respondents, when divided according to *Expect Respect* advert awareness:

- As expected, NOT SEEN group respondents were more likely than SEEN group respondents to have been interviewed at the *Splendour in the Grass* festival.
- Respondents in the SEEN group were younger than those in the NOT SEEN group (χ^2=32.2, p<0.0001).
- As expected, SEEN group respondents were more likely than NOT SEEN group respondents to live within the Northern Rivers.
- Respondents in the SEEN group reported higher rates of watching each of the programs (except *Everybody Loves Raymond*) during which the *Expect Respect* advert was aired (t=17.1-74.4, p<0.0001) – and higher overall rates of watching these programs (t=3.9, p<0.001).

Table 2: Demographic and television watching characteristics of respondents, by advert awareness

Characteristic		SEEN (n = 236)	NOT SEEN (n = 186)	Overall (n = 422)
Survey location	*Splendour in the Grass* festival	57%	83%	68%
	Other setting	43%	17%	32%
Age	14 – 19 years	70%	42%	58%
	20 – 25 years	30%	58%	42%
Area of residence	In Northern Rivers	91%	23%	59%
	Outside Northern Rivers	9%	77%	41%
Family background	Anglo-Australian	86%	86%	86%
	Aboriginal or Torres Strait Islander	6%	6%	6%
	NESB-Australian	3%	4%	3%
	Other / Missing	5%	4%	5%
Level of watching programs where advert was aired *	*Big Brother*	2.2	2.0	2.1
	The Simpsons	2.9	2.7	2.8
	Everybody Loves Raymond	1.7	1.7	1.7
	Neighbours	2.4	1.8	2.1
	Video Hits	2.1	1.7	1.9
	TOTAL RATING (5-20)	11.1	9.9	10.6

* Program Watching was measured frequency on a 4-point scale, where 1 = Never, 2 = Occasionally, 3 = Quite Often and 4 = Almost Always

Awareness of the *Expect Respect* advert

Overall, 236 respondents (56%) reported having seen the *Expect Respect* advert. As shown in Table 3, awareness of the advert was significantly higher in the DURING and POST groups than in the CONTROL group (χ^2=171.6, p<0.0001). Awareness seemed to decline over time, with higher recall among respondents surveyed during the advertising campaign than among those surveyed after it had finished.

Table 3: Awareness of the *Expect Respect* advert, by recruitment group

Awareness of *Expect Respect* Advert	CONTROL (n = 175)	DURING (n = 158)	POST (n = 89)	Overall (n = 422)
SEEN	20%	90%	69%	56%
NOT SEEN	80%	10%	31%	44%

Of the 186 respondents classified as having NOT SEEN the *Expect Respect* advert:

- 137 (73%) had no recall of having recently seen any recent television adverts about unhealthy relationships aimed at young people;
- 31 respondents (17%) recalled having seen such an advert, but described a different advert to the *Expect Respect* one; and
- 18 respondents (10%) recalled having seen such an advert but could not remember anything about it.

Recall of the details of the *Expect Respect* advert

As shown in Table 4, the most commonly-remembered details of the *Expect Respect* advert were the girl being upset & scared on a sofa, the guy walking out & slamming the door, the girl being comforted by her friends and the background music. While the younger and older respondents tended to more often remember slightly different aspects of the advert, none of these differences were statistically significant – although a few almost reached significance.

Table 4: Recall of the details of the *Expect Respect* advert, by age group

Details of *Expect Respect* Advert	Overall SEEN (n=236)	14-19yrs (n=165)	20-25yrs (n=71)	Difference (younger – older)
Girl upset & scared (on sofa)	50%	53%	45%	+8%
Guy walking out & slamming door	49%	49%	50%	-1%
Girl being comforted by her friends	45%	46%	45%	+1%
The music (Special Ones by George)	42%	47%	31%	-4%
Guy banging on back door to get back in	31%	27%	41%	-14%
Girl not opening door	16%	19%	9%	+10%
Showed a DV Helpline phone number	15%	13%	20%	-7%
Other	17%	18%	16%	+2%
Average number of details remembered	2.48	2.52	2.39	

Recall of the message of the *Expect Respect* advert

As shown in Table 5, one message of the advert clearly stood out as the most commonly-remembered – to talk to someone if you found yourself in an unhealthy relationship. While this message was the most commonly-remembered by each age group, it was also the only one showing a significant difference between the age groups – being mentioned significantly more often by older respondents (χ^2=4.3, p=0.05). While not quite a significant difference, there was a tendency for younger respondents to be more likely to remember the 'Expect Respect in relationships' message.

Table 5: Recall of the messages contained in the *Expect Respect* advert, by age group

Messages in *Expect Respect* Advert	Overall SEEN (n=236)	14-19yrs (n=165)	20-25yrs (n=71)	Difference (younger – older)
Talk to someone – if in unhealthy relationship	51%	47%	62%	-15%
Expect Respect in relationships	29%	33%	20%	+13%
Relationships can go wrong (be unhealthy)	25%	24%	28%	-4%
You have the right to feel happy/safe/in control	25%	26%	24%	+2%
Call the DV Helpline – if in unhealthy relationship	15%	13%	20%	-7%
Other	23%	22%	25%	-3%
Average number of messages remembered	1.46	1.43	1.53	

Awareness of the signs of an unhealthy relationship

As shown in Table 6, the SEEN group, on average, nominated significantly more signs of unhealthy relationships than the NOT SEEN group ($t_{(1,185)}=3.8$, $p<0.001$). While the order varied, both groups nominated the same top five signs of an unhealthy relationship – physical abuse, poor communication, emotional abuse, lack of trust and 'other' signs not pre-coded on the survey. While there was some variation in the signs nominated, the only significant differences between the SEEN and NOT SEEN groups were that the latter were more likely to nominate 'poor communication' ($\chi^2=9.7$, $p<0.005$) while the former were more likely to nominate physical abuse ($\chi^2=8.2$, $p<0.01$) and fear or being scared ($\chi^2=5.2$, $p<0.05$) as signs of an unhealthy relationship.

Similarly, the combined DURING/POST group nominated significantly more signs of unhealthy relationships than the CONTROL group ($t_{(1,369)}=-4.9$, $p<0.0001$). Again, while the order varied, both groups nominated the same top five signs of an unhealthy relationship – physical abuse, poor communication, emotional abuse, lack of trust and 'other' signs not pre-coded on the survey. The DURING/POST group were significantly more likely than the CONTROL group to nominate the following signs of an unhealthy relationship: sexual abuse ($\chi^2=8.7$, $p<0.005$), fear or being scared ($\chi^2=7.5$, $p<0.01$), physical abuse ($\chi^2=4.9$, $p<0.05$), emotional abuse ($\chi^2=4.7$, $p<0.05$) and being criticised or put down ($\chi^2=3.7$, $p=0.05$). However, the CONTROL group were significantly more likely than the DURING/POST group to nominate poor communication ($\chi^2=7.5$, $p<0.01$) and 'other' ($\chi^2=11.4$, $p<0.001$) signs of an unhealthy relationship.

Table 6: Proportions nominating various signs of unhealthy relationships, by advert awareness

Suggested Signs of an Unhealthy Relationship	Overall (n = 422)	SEEN (n = 236)	NOT SEEN (n = 186)	Diff (S – NS)	CONTROL (n = 175)	DURING/ POST (n = 247)	Diff (C – D/P)
Abuse – physical violence	47%	54%	40%	+14%	40%	51%	-11%
Poor communication	41%	34%	49%	-15%	49%	35%	+14%
Other	38%	34%	43%	-9%	47%	31%	+16%
Abuse – emotional / mental	34%	37%	29%	+8%	27%	38%	-11%
Lack of trust	27%	25%	29%	-4%	28%	26%	+2%
Lack of respect – for each other	24%	24%	24%	0%	20%	26%	-6%
Abuse – sexual	19%	22%	15%	+7%	12%	24%	-12%
Being unhappy	12%	10%	15%	-5%	9%	14%	-5%
Being controlled / dominated	12%	11%	12%	-1%	11%	12%	-1%
Lack of self-respect	11%	13%	9%	+4%	11%	11%	0%
Can't be yourself	9%	8%	10%	-2%	11%	8%	+3%
Fear or being scared	9%	11%	5%	+6%	4%	12%	-8%
Being criticised or put down	9%	9%	8%	+1%	5%	11%	-6%
Lack of commitment	9%	8%	10%	-2%	11%	7%	+4%
Lack of care/love – for each other	8%	9%	7%	+2%	6%	10%	-4%
Being isolated from family/ friends	6%	6%	5%	+1%	4%	7%	-3%
Lack of care / love – for self	2%	2%	3%	-1%	2%	2%	0%
Average number of signs suggested	**3.6**	**3.9**	**3.2**		**3.1**	**4.0**	

Awareness of sources of support for people in unhealthy relationships

As shown in Table 7, the SEEN group, on average, suggested significantly more sources of support than the NOT SEEN group ($t_{(1,185)}=5.4$, $p<0.0001$) but both groups suggested the same top four sources of support: friends, parents, a counsellor and 'other' sources not pre-coded on the survey, which included the Kids' Helpline, the police, as well as women's and youth refuges. The SEEN group tended to be more likely than the NOT SEEN group to suggest almost all of the 10 support sources, with three of these differences reaching statistical significance: friends ($\chi^2=9.8$, $p<0.005$), other sources ($\chi^2=8.3$, $p<0.01$) and parents ($\chi^2=7.1$, $p<0.05$).

Similarly, the combined DURING/POST group, on average, suggested significantly more sources of support than the CONTROL group ($t_{(1,398)}=-5.1$, $p<0.0001$). Both groups suggested the same top four sources of support: friends, parents, a counsellor and 'other' sources not pre-coded on the survey, which included the Kids' Helpline, the police, as well as women's and youth refuges. However, the DURING/POST group tended to be more likely than the CONTROL group to suggest almost all of the 10 support sources, with three of these differences reaching statistical significance: friends ($\chi^2=9.4$, $p<0.005$), parents ($\chi^2=8.4$, $p<0.005$) and a counsellor ($\chi^2=6.3$, $p<0.05$).

Table 7: Proportions nominating various sources of support, by advert awareness

Suggested Signs of an Unhealthy Relationship	Overall (n = 422)	SEEN (n = 236)	NOT SEEN (n = 186)	Diff (S – NS)	CONTROL (n = 175)	DURING/ POST (n = 247)	Diff (C – D/P)
Friends	49%	55%	40%	+15%	39%	55%	-16%
Other	39%	45%	31%	+14%	37%	40%	-3%
Parents	32%	37%	25%	+12%	23%	37%	-14%
Counsellor / psychologist	29%	31%	27%	+4%	22%	34%	-12%
Brothers / sisters	19%	20%	18%	+2%	17%	21%	-4%
DV Helpline	19%	22%	16%	+6%	17%	21%	-4%
Relationship counselling service	16%	15%	16%	-1%	19%	13%	+6%
Doctor	6%	6%	6%	0%	4%	7%	-3%
Teacher	5%	6%	4%	+2%	2%	7%	-5%
Internet	3%	4%	2%	+2%	3%	3%	0%
Average number of support sources suggested	**2.3**	**2.6**	**1.9**		**1.9**	**2.6**	

Confidence about dealing with unhealthy relationships

As shown in Table 8, there were no significant differences on these questions, with both the SEEN and NOT SEEN groups and the CONTROL and DURING/POST groups being highly confident about their abilities to deal with an unhealthy relationship, should they find themselves in one.

Table 8: Respondents' confidence about dealing with an unhealthy relationship, by advert awareness

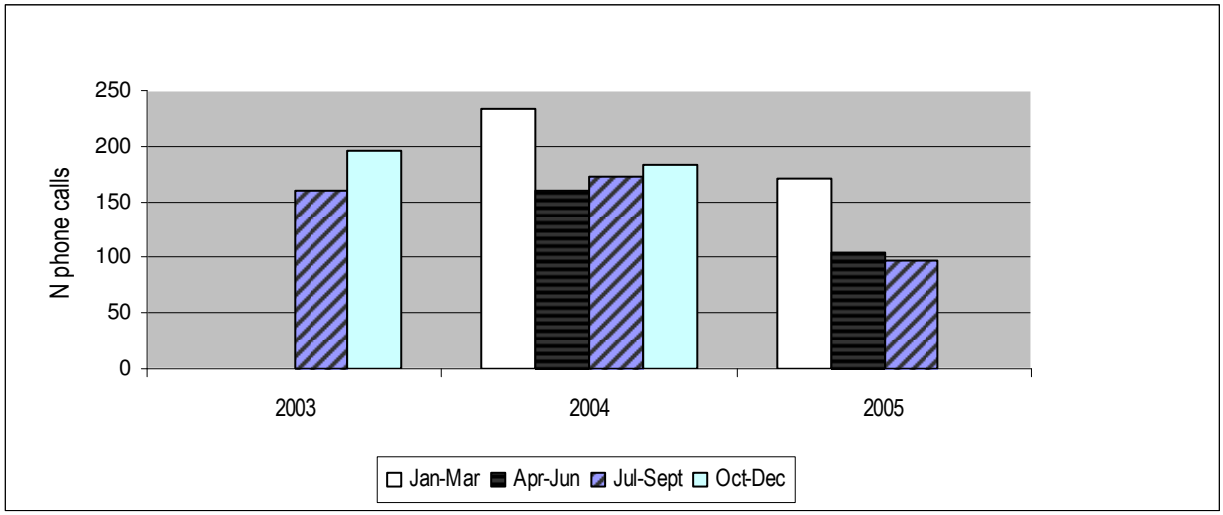
If you found yourself in an unhealthy relationship, how confident are you that…	Overall (n = 422)	SEEN (n = 236)	NOT SEEN (n = 186)	CONTROL (n = 175)	DURING/ POST (n = 247)
You know people you could talk to about it	3.5	3.6	3.5	3.6	3.5
You would actually talk to them about it	3.3	3.3	3.3	3.4	3.3
They would give you the support you needed	3.5	3.5	3.6	3.6	3.5
You would leave the relationship	3.3	3.4	3.3	3.4	3.3
Average rating	**3.4**	**3.4**	**3.4**	**3.5**	**3.4**

Ratings are based on a 4-point scale, where 1=Not at all, 2=Slightly Confident, 3=Fairly Confident, and 4=Very Confident.

Access of the NSW Domestic Violence Helpline

Data were available regarding the number of calls made to the NSW Domestic Violence Helpline by Northern Rivers residents – on a quarterly basis, from July-September 2003 onwards. As shown in Figure 1 below, the numbers of calls received during 2005 were considerably lower than in previous years – with the quarter after the *Expect Respect* advert was aired showing the lowest number of calls of any recorded quarter.

Figure 1: Number of phone calls made to the NSW Domestic Violence Helpline, by Northern Rivers' residents, by quarter



Discussion

The results described in this report indicate that the *Expect Respect* advertising campaign was certainly well-remembered by most of the surveyed respondents living in the broadcast region and seems to have been successful at getting its main messages across. However, it does not seem to have had any impact on respondents' perceived confidence in their ability to deal with an unhealthy relationship or on the number of people calling the NSW Domestic Violence Helpline.

These results need to be considered in light of a number of limitations of this quasi-experimental study. Firstly, the limited available resources for the evaluation of this advertising campaign prohibited the collection of any pre-advert data on the issues explored. Therefore, it is not possible to conclusively attribute the differences between the CONTROL and DURING/POST groups or between the SEEN and NOT SEEN groups to the airing of the *Expect Respect* advert.

This difficulty is further confounded by the significant demographic differences between the compared groups of respondents. In particular, the CONTROL group respondents were significantly older than the DURING and POST group respondents. Therefore, the finding that younger respondents (14-19 years) were more likely than older respondents (20-24 years) to have SEEN the *Expect Respect* advert may be an artefact of this difference between the groups recruited, rather than a true indication that the advert was more effective at reaching the younger age-group. However, it is reasonable to expect that younger respondents would be more receptive to the advert, which featured characters in their age-group.

Similarly, CONTROL group respondents reported less frequent watching of the television programs during which the *Expect Respect* advert was aired than the DURING and POST group respondents. Therefore, the finding that more regular viewers were more likely than less regular viewers to have SEEN the *Expect Respect* advert may be an artefact of this difference between the groups recruited, rather than a true indication that the advert was more effective at reaching more regular viewers of the targeted television programs. However, it is reasonable to expect that people watching the target television programs more often would have higher recall of the advert.

The convenience sampling process also raises some questions about how representative respondents were of all young women in the relevant age group. While the response rate, calculated from the number of recorded refusals, was high, there was much variation in the numbers of refusals recorded by each interviewer – suggesting that not all refusals may have been recorded accurately. If this is the case, the true response rate may be lower than that presented in the *Results* section.

It should also be noted that considerably less surveys were completed than had been planned, which reduced this evaluation's power to detect significant differences between the groups – meaning that some true differences may not have been detected. The original POST1 and POST2 time periods were the ones where the numbers of surveys completed was the furthest from the intended 200 per time period – resulting in the surveys collected during both these time periods to have to be analysed together in the one POST group. This reduced the evaluation's ability to explore how the time elapsed since the airing of the *Expect Respect* advert affected its recall and impact on respondents. Despite this, the reduced comparisons possible still indicated that recall was highest during the airing period and lower among respondents interviewed later.

Another factor to consider when exploring the proportion of respondents having seen the *Expect Respect* advert is that 10% (n=18) of those classified into the NOT SEEN group reported having recently seen a television advert, aimed at young people, about unhealthy relationships but could not remember anything about it. Therefore, these respondents may have seen the *Expect Respect* advert but not been able to remember it, which would lower the proportions of respondents recalling the various aspects and messages of the advert. However, relatively small number of respondents in this group means that those proportions would not have been reduced dramatically.

Despite these methodological limitations, the *Expect Respect* advert was clearly recalled by a large proportion of respondents living within the broadcast region, with around half of the SEEN group remembering the key elements of the advert. The advert was also very successful at getting its key message across – with almost half of younger SEEN respondents and almost two thirds of older SEEN respondents identifying the main message to talk to someone if they found themselves in an unhealthy relationship.

There is also some indication that the *Expect Respect* advert may have contributed to the higher number of signs of an unhealthy relationship suggested by SEEN group and DURING/POST group respondents, who were more likely to suggest signs more closely related to those depicted in the *Expect Respect* advert – namely, fear or being scared, being criticised or put down, physical abuse and emotional abuse. Whereas, NOT SEEN group and CONTROL group respondents were more likely to suggest more generic sign of an unhealthy relationship – namely, poor communication and other signs.

This indication in reinforced by the more common suggestion of friends as a source of support among the SEEN group and DURING/POST group respondents than among the NOT SEEN group and CONTROL group respondents – as the *Expect Respect* advert depicted the young woman experiencing an unhealthy relationship being comforted by her friends.

The apparent lack of impact on respondents' confidence about seeking support if they were in an unhealthy relationship is largely attributable to the fact that all respondents groups reported high levels of confidence to do so. The apparent lack of impact on the actual seeking of support from the NSW Domestic Violence Helpline is less easy to explain although calls to this Helpline seem to have been declining since early 2004.

Conclusions

The *Expect Respect* advert clearly reached a high proportion of its target audience, of young women aged 14 to 24 years and appears to have successfully raised their awareness about the signs of an unhealthy relationship, about the need to seek support should they find themselves in one and about the range of sources of support available to them. However, it does not appear to have had an impact on the young women's confidence in their ability to seek support, if needed, or to leave an unhealthy relationship – as confidence rates were very high among all groups across all these areas.

Appendix A: Survey Instrument

Date:		Interviewer:		Where:		Refusals tally:	

Hi, I'm XXX from the Kids Really Count project – we're doing a survey about relationships – with people aged between 14 and 24. Are you in that age group?

Yes – And can you spare a few minutes to help? **No** – Thanks anyway

Yes – Great, thanks ***(start questions)*** **No** – Thanks anyway

1. First, what do you think are signs of an unhealthy relationship? ... Anything else?… Anything else?
(Let them answer in their own words – don't read the options – just tick the relevant boxes)

a. Lack of respect – for each other	☐	b. Poor communication	☐
c. Lack of self-respect	☐	d. Being controlled / dominated	☐
e. Lack of trust	☐	f. Being criticised / put down	☐
g. Lack of care / love – for each other	☐	h. Being isolated – from family / friends	☐
i. Lack of care / love – for self	☐	j. Can't be yourself	☐
k. Lack of commitment	☐	l. Abuse – physical violence	☐
m. Fear / being scared	☐	n. Abuse – emotional / mental	☐
o. Being unhappy	☐	p. Abuse – sexual	☐

q. Other – ***write in – main points only*** ☐

2. Do you know of any people, or services, where people in unhealthy relationships can get help, or support?... Anyone else?… Anyone else?
(Let them answer in their own words – don't read the options – just tick the relevant boxes)

a. Parents	☐	b. Teacher	☐
c. Brothers / sisters	☐	d. Counsellor / psychologist	☐
e. Friends	☐	f. Relationship counselling service	☐
g. Internet	☐	h. DV Helpline	☐
i. Doctor	☐		☐

j. Other – ***write in – main source only*** ☐

3. If you found yourself in an unhealthy relationship, how confident are you that …?
(Read each statement, then the response options – circle ONE answer for each statement)

	Not at all	Slightly	Fairly	Very
a. You know people you could talk to about it	1	2	3	4
b. You <u>would</u> actually talk to them about it	1	2	3	4
c. They would give you the support you needed	1	2	3	4
d. You would leave the relationship	1	2	3	4

4. **Have you seen any TV ads about unhealthy relationships recently – aimed at young people?**
(Circle ONE answer – and follow the instruction)

Yes	1	***Go to question 5***
No	2	***Go to question 7***

5. **What do you remember about what happened in the ad?... Anything else?… Anything else?**
(Let them answer in their own words – don't read the options – just tick the relevant boxes)

a. The music (Special Ones by George)	☐	b. Girl being comforted by her girlfriends	☐
c. Guy walking out & slamming door	☐	d. Showed a DV Helpline phone number	☐
e. Girl upset & scares – on sofa	☐		☐
f. Guy banging on door to get back in	☐	**g. Clearly a different ad**	☐
h. Girl not opening door	☐	**i. Can't remember anything**	☐

j. Other – ***write in – main points only - if right ad*** ☐

6. **And what do you think was the main message of the ad?... Anything else?… Anything else?**
(Let them answer in their own words – don't read the options – just tick the relevant boxes)

a. Relationships can go wrong / be unhealthy	☐		☐
b. You have the right to feel happy / safe / in control	☐		☐
c. Expect Respect in relationships	☐		☐
d. Talk to someone – if in an unhealthy relationship	☐	**e. Clearly a different ad**	☐
f. Call the DV Helpline – if in an unhealthy relationship	☐	**g. Can't remember anything**	☐

h. Other – ***write in – main points only - if right ad*** ☐

7. **Now, some questions about you – to help us group your answers. How old are you?** ☐
(Write age in the box)

8. **What's your home postcode?** ***(Write postcode in the boxes)*** ☐☐☐☐

9. **Which of these best describes your family background?**
(Read out options and tick ONE box)

Aussie – English-speaking background	☐
Aussie – non-English-speaking background	☐
Aussie – Aboriginal or Islander background	☐
Other – ***write in***:	☐

10. **Lastly, how often do you watch the following TV programs?**
(Read each program, then the response options – circle ONE answer for each program)

	Never	Occasionally	Quite often	Almost always
a. Big Brother	1	2	3	4
b. Simpsons	1	2	3	4
c. Everybody Loves Raymond	1	2	3	4
d. Neighbours	1	2	3	4
e. Video Hits	1	2	3	4

That's all the questions – thanks very much for your time – here's a small thankyou!