

Waymakers Family Violence Prevention Campaign

Final Evaluation Report

Prepared by EVALCORP

Made possible by funding through the California Governor's Office of Emergency Services

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ACKNOWLEDGEMENTS

EVALCORP would like to acknowledge a number of individuals for contributing their time and input to supporting the development of this campaign and final evaluation report. To begin, we would like to thank our funding agency, the California Governor's Office of Emergency Services and Waymakers for their partnership throughout the evaluation process. We extend thanks particularly to the Positive Action Toward Health (PATH) Program Director, Dan Gleason, former PATH Program Supervisor, Jaimie Wu, and PATH Program Coordinator, Andrew Ha. We greatly appreciate their collaboration and support.

EVALCORP would also like to thank Rareview, the contracted creative design firm, and our partner agencies for their hard work in contributing toward the development and implementation of the campaign in addition to collecting some of the data presented throughout this report. We would specifically like to thank:

- Alliance for Community Transformation
- California Coalition Against Sexual Assault
- California Partnership to End Domestic Violence
- California Department of Public Health
- Center for Community Solutions
- Community Resource Center
- Haven Women's Center
- Human Services Association
- Laura's House
- LGBTQ+ Center Long Beach
- Stand Strong
- STAND! for Families Free of Violence
- Waymakers Domestic Violence Advocate Program Staff

Lastly, we would like to acknowledge the many agency staff and community members for sharing their knowledge and stories through the formative research process, as well as for completing the campaign survey. This campaign and report would not be possible without their efforts.

INTRODUCTION

Overview

In 2017, the California Governor's Office of Emergency Services (Cal OES) collaborated with the California Department of Public Health, the California Partnership to End Domestic Violence, and the Domestic Violence Advisory Council (DVAC) to identify current gaps in domestic violence and family violence (FX) prevention programs across California.

To address these gaps, OES aimed to then expand domestic and FX prevention efforts in California by providing financial and technical assistance to local domestic and family violence centers to implement family violence prevention strategies in their community, and by funding a statewide family violence prevention campaign.

Waymakers, a non-profit agency located in Orange County, applied to receive funding to implement a statewide family violence prevention campaign in October 2018.

These funds were awarded in January 2019, and Waymakers began implementation of their two-year grant in February 2019.

Project Background

The statewide FX prevention campaign designed by Waymakers was intended to educate community members about healthy relationship behaviors as a means of increasing protective factors to prevent family violence. Campaign efforts were targeted to reach three sub-populations: (1) Youth; (2) Young adults; and (3) Influential adults (parents, teachers, etc.).

To successfully implement campaign activities across the state, Waymakers partnered with seven domestic and FX prevention agencies. Those agencies are:

- Alliance for Community Transformation in Mariposa County
- Center for Community Solutions in San Diego County
- Community Resource Center in San Diego County
- Human Services Association in Los Angeles County
- Laura's House in Orange County
- Stand Strong SLO in San Luis Obispo County
- STAND! For Families Free of Violence in Contra Costa County

During Project Phase 1 (February 2019–March 2020), Waymakers and their contracted evaluator, EVALCORP Research & Consulting, conducted formative research to inform the development of campaign.

Waymakers launched the FX campaign during Project Phase 2 (April 2020–December 2020). The campaign was implemented in the following California counties: Contra Costa, Los Angeles, Mariposa, Orange, San Diego, and San Luis Obispo.

Although primary promotion of the campaign was concluded as of September 30, 2020, Waymakers has continued promotion of campaign materials and messaging via their social media pages.

Evaluation

Waymakers contracted with EVALCORP Research & Consulting to conduct formative research activities as well as develop and implement an evaluation framework for the final campaign program. EVALCORP designed data collection tools, collected and analyzed data, reported on outcomes, and provided ongoing technical assistance and support to Waymakers and partner agency staff.

Outcomes and Objectives

To measure the impact of the family violence campaign, Waymakers and EVALCORP developed a number of concrete outcomes and objectives related to three primary activities: basic campaign engagement, engagement with partner agencies, and increased knowledge/interest in preventing family violence. Goals, outcomes, and associated objectives are detailed below.

Goal 1: Basic campaign engagement

- Outcome 1: Viewed the campaign
 - Objective 1: By September 30, 2020, the social media pages will have 42,000,000 impressions.
 - Objective 2: By September 30, 2020, the social media pages will reach 9,800,000 unique individuals.
 - Objective 3: By September 30, 2020, the social media pages will have 500,000 engagements.
 - Objective 4: By September 30, 2020, the search advertising campaign will have 700,000 impressions.
 - Objective 5: By September 30, 2020, the search advertising campaign will have 16,000 clicks.
 - Objective 6: By September 30, 2020, the display advertising campaign will have 250,000,000 impressions.
 - Objective 7: By September 30, 2020, the display advertising campaign will have 530,000 clicks.
- Outcome 2: Visited the landing page
 - Objective 1: By September 30, 2020, the campaign landing page will have 750,000 users.
 - Objective 2: By September 30, 2020, the campaign landing page will have 900,000 sessions.
- Outcome 3: Signed the pledge
 - Objective 1: By September 30, 2020, 800 individuals will sign the pledge.

Goal 2: Partner engagement

- Outcome 1: Increase in volunteerism
 - Objective 1: By September 30, 2020, 2% of successfully delivered marketing emails on volunteer and participant sign-ups will receive at least 1 click.
 - Objective 2: By September 30, 2020, 25% of successfully delivered marketing emails on volunteer and participant sign-ups will be opened.

- Objective 3: By September 30, 2020, 15 individuals will sign up to volunteer or participate in a standing group at their local family violence prevention organization as a result of having viewed the campaign.
- Outcome 2: Creative content distribution
 - Objective 1: By September 30, 2020, 7 YourVoice Group Activities will be hosted by partner agencies.
 - Objective 2: By September 30, 2020, 35 creative content (YourVoice) submissions will be received by Waymakers.
- Outcome 3: Attendance at partner agency community events
 - Objective 1: By September 30, 2020, 2% of successfully delivered marketing emails on partner agencies' community events will receive at least 1 click.
 - Objective 2: By September 30, 2020, 25% of successfully delivered email marketing on partner agencies' community events will be opened.
- Outcome 4: Campaign distribution by partner agencies
 - Objective 1: By September 30, 2020, each partner agency will send 2 emails containing campaign content to community members (e.g., partner organizations, program participants, volunteers, stakeholders).
 - Objective 2: By September 30, 2020, each partner agency will post 16 social media posts with associated campaign content.

Goal 3: Increased knowledge and involvement in the community

- Outcome 1: Increased awareness
 - Objective 1: By October 31, 2020, 60% of survey respondents will indicate that they are more aware of healthy relationship behaviors.
 - Objective 2: By October 31, 2020, 60% of survey respondents will indicate that they are more comfortable talking about healthy relationships with others.
 - Objective 3: By October 31, 2020, 60% of survey respondents will indicate that they better understand how healthy relationships can prevent violence such as teen dating and domestic violence.
- Outcome 2: Increased action/interest in preventing family violence
 - Objective 1: By October 31, 2020, 60% of survey respondents will indicate that they are now interested in learning more about healthy relationships.
 - Objective 2: By October 31, 2020, 60% of survey respondents will indicate that they are now interested in learning more about family violence.
 - Objective 3: By October 31, 2020, 60% of survey respondents will indicate that they are now interested in learning more about how to prevent family violence.
 - Objective 4: By October 31, 2020, 60% of survey respondents will indicate that they are now interested in becoming involved in their community to prevent family violence.

Data Collection and Analysis

The Waymakers project evaluation had two phases: 1) formative research, and 2) campaign evaluation. EVALCORP utilized a mixed-methods approach to conduct the formative research phase of the project. The following data sources informed the development of the campaign.

- **Literature Review.** A comprehensive review of relevant literature about family violence and practices for prevention education and media campaigns was conducted. Topics explored through the literature review included:
 - Cultural norms surrounding family violence
 - Population(s) most affected by family violence
 - Risk factors for family violence
 - The bystander effect for violence (i.e., people who want to prevent violence but do not know how)
 - Previous evaluations and assessments on prevention campaigns
 - Internet use among youth, young adults, and adults
- **Key Stakeholder Interviews (KSIs).** Between May and July 2019, 19 interviews with key stakeholders from community-based organizations across the state were conducted. The purpose of these KSIs was to gain understanding of awareness of family violence within the community, and experiences other agencies have had in educating communities about family violence and their recommendations for a successful campaign. Interviewees were selected to represent organizations in various regions of the state and those that serve a variety of sub-populations, including the LGBTQ+ and the Asian/Pacific Islander communities.
- **Focus Groups.** From July to September 2019, 13 focus groups were conducted to assess knowledge of family violence, its causes, and effective methods of prevention education. Participants were also asked about their digital and social media use to inform the campaign mediums. Group participants were purposively sampled to represent a variety of ages and geographic regions. In sum, the focus groups engaged a total of 84 community members who represented various regions across the state of California. **Table 1** provides additional information about each of the focus groups.

Table 1. Focus Groups Conducted

Population	Number of Groups	Number of Participants	County
Youth	3	14	Mariposa County
Youth	1	7	Los Angeles County
Youth	1	8	Contra Costa County
Youth & Young Adults	2	9	Orange County
Young Adult	1	7	Solano County
Young Adults & Adults	1	6	San Diego County
Adults	1	7	Los Angeles County
Adults	1	10	Orange County
Adults	1	8	San Luis Obispo County
Adults	1	8	Mariposa County

- **Pilot Survey.** A pilot survey was developed and administered online in March 2020 to partner agencies and their network to assess how people perceived initial ad drafts campaign materials. A total of 148 partner agency staff and community members across the state of California responded to the survey and were included in the analysis.

A mixed-methods approach was also employed to evaluate progress made toward campaign objectives. The following data sources informed the development of this final report.

- **Campaign Survey.** From July to October 2020, a campaign survey was administered in the field. This survey was used to measure the impact of campaign materials on the level of community awareness about family violence and increased interest and engagement in preventing family violence. The survey was promoted via social media, on the campaign website, through emails to pledges, and via advertisements. Of the more than 400 individuals who responded to the survey, 413 were used in analysis.
- **Tracking Logs.** A comprehensive Excel spreadsheet was developed to collect implementation of campaign activities by partner agencies.
- **Google Analytics.** Metrics about campaign performance were collected and compiled by the contracted creative design firm, Rareview.

Data Limitations

Notes about the overarching availability and quality of data are listed below: the data presented in this report should be considered within the context of certain primary data limitations related to formative research and campaign activities as follows.

- **Key Stakeholder Interviews and Focus Groups.**
 - **Sample Diversity:** Formative research activities were sampled in a purposeful way to invite diverse input. However, feedback from the key stakeholder interviews and focus groups are not representative of all possible stakeholders. This is particularly true of racial and ethnic diversity: for example, across California there are more than 10 threshold languages but focus groups were only conducted in English or Spanish.
 - **Data Quality:** Many of the focus groups were conducted in regions that were difficult for evaluators to easily travel to. Therefore, staff at partner agencies received training from evaluation staff virtually on focus group facilitation and note taking. As a result, the quality of data collected across these groups varies, as group facilitation processes may not have been uniform/consistent across agencies.
- **Pilot Survey.** The length of time that the survey was conducted in the field was short (2 weeks), and a convenience sampling method was used (surveys were distributed to family violence prevention providers, whose staff were requested to take the survey and then promote it through their social media sites and share the survey with others in their network and/or their clients). While this allowed for feedback to be obtained from a large number of providers and individuals in their networks, the sample reflected a higher proportion of agency staff/personnel who work directly in family violence prevention rather than community members. The responses from providers may have greater bias than those of the general public. This was most evident when reviewing qualitative responses; providers held assumptions that this campaign would be focused on raising awareness of family violence when, in fact, the campaign messaging developed was intended to educate community members about healthy relationship behaviors as a means of increasing protective factors to prevent family violence. Further, because the sample size was fairly small, exploratory analyses to examine whether there were any differences in responses based on a person's background/demographics were not able to be conducted.

- **Tracking Logs.** Of the seven partner agencies, five were able to implement and document at least one campaign activity in the provided tracking log. However, partner agencies were unable to complete and document all project activities including YourVoice, promotion/distribution of campaign materials, and new volunteers/program participants. This is attributed in part to the increased burden many family violence prevention agencies have experienced as a result of the COVID-19 pandemic and staff turnover at some agencies, as well as a lack of buy-in from decision makers at some of the partner agencies.
- **Campaign Survey Administration.** Throughout Phase 2, Waymakers worked with EVALCORP to identify and address challenges related to campaign survey administration.
 - **Survey Launch:** The campaign survey launch was delayed for more than two months, and the Spanish version of the survey was delayed even further and was not available until August 2020. These delays likely contributed to low survey response rates.
 - **Low Response Rate:** The campaign survey launched in July 2020 and was promoted using paid ads on Google. For the first two weeks of survey administration, responses were low (n=4). To address this concern, the survey was shortened and was then embedded in the campaign landing page, and also promoted on the campaign's social media pages and via paid ads on social media. Responses quickly increased, but then slowed considerably again. A final attempt to reach the target number of survey responses was employed using Alchemer's (formerly SurveyGizmo) "Pay for Responses" feature. This paid feature promoted the survey to a database of pre-approved users with qualifying demographics. The survey was modified again to include a sample of the campaign ads and a prompt to review the ads before completing the survey. These revisions resulted in an additional 150 surveys collected; however, some respondents may not have had previous exposure to the campaign (i.e., viewed the campaign only one time shortly before taking the survey), while other respondents may have been exposed to the campaign more frequently through paid advertisements, social media, and/or the campaign landing page.
 - **Sample Diversity:** Only about 75% of respondents completed the demographic portion of the campaign survey so it is unknown how representative the sample would be for a statewide campaign but, until additional responses were paid for, the sample was skewed heavily toward white women. Additionally, only five surveys were completed in Spanish. Poor sample diversity could be attributed in part to the late launch of the Spanish survey but also to the campaign distribution methods. Initially, campaign content was supposed to be promoted both online and out of home (e.g., bus shelters, billboards), but due to statewide stay-at-home orders, out-of-home advertising was scrapped, which potentially excluded a population of essential workers—comprised largely of minorities—who were still commuting to work, and likely to be reached through this media.

Report Organization

The following evaluation report is divided into 5 sections: (1) Campaign Development (an overview of all formative research and campaign design and testing activities); (2) Campaign

Activities; (3) Campaign Launch and Findings; (4) Campaign Sustainability; and (5) Lessons Learned and Recommendations.

For additional details and findings from the formative research phase, please refer to individual activity reports in Appendices A-D.

Individual Reports

Appendix A: Key Stakeholder Summary of Findings

Appendix B: Focus Group Summary of Findings

Appendix C: Literature Review Brief

Appendix D: Pilot Survey Summary of Findings

Additionally, all data collection tools developed are included in Appendices E-H.

Data Collection Tools

Appendix E: Key Stakeholder Interview Protocol

Appendix F: Focus Group Protocol

Appendix G: Pilot Survey

Appendix H: Campaign Survey

CAMPAIGN DEVELOPMENT

Formative Research

To inform the development of their family violence prevention campaign, Waymakers and EVALCORP conducted formative research activities during the first year of the grant (January–December 2019). These initial research activities included key stakeholder interviews, focus groups, and a comprehensive literature review.

Key takeaways from stakeholder interview and focus group activities included the following guidance on campaign strategies, potential audiences, and campaign framework.

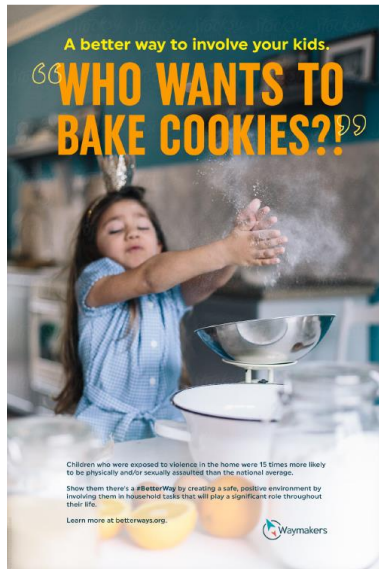
- **Utilize multiple methods:** Methods could include videos, visuals, print ads, and social media. Ads should also be available in multiple languages and have a clear “**call-to-action.**”
- **Target a diverse audience:** Broadly, the campaign should reach youth, parents, and influential adults (particularly police and teachers). Other significant sub-populations should include people with a personal connection to/lived experience with FX, LGBTQ+ youth, and/or individuals who are low income or minority.
- **Campaign Framework:**
 - *Be honest*—showcase survivor testimonials and other credible sources of information
 - *Be affirming*—demonstrate the behaviors and actions we want people to take
 - *Be positive*—be uplifting, do not traumatize or shame
 - *Be inclusive*—ads should be diverse and vary by community (one size does not fit all)

Overall, it was clear that family violence is a complex issue and that many focus group participants found it challenging to differentiate between unhealthy relationship behaviors and family violence. The complexity of this topic can lead to stigma and increased sensitivity when discussing these issues. It was determined from these formative research activities that the campaign should focus on positive behavioral change and promoting protective factors that would reduce family violence.

Campaign Design and Testing

To develop the creative content for the ad campaign, Waymakers contracted with Rareview, a digital design and marketing agency. After reviewing findings from the formative research, Rareview pitched four unique campaign designs (see below).

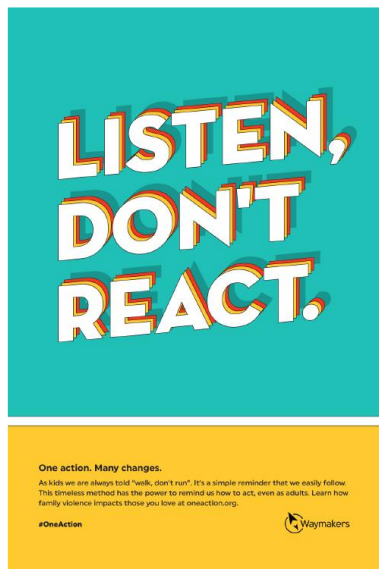
1



2



3



4



Waymakers decided to move forward with design 4 (#BetterWay). After initial test ads were developed by Rareview, Waymakers collaborated with their partner agencies and EVALCORP to distribute an online pilot survey in March 2020 in order to assess how people perceived the test ad campaign materials.

The key takeaway from the second phase of formative research activities (pilot survey) is that, overall, the ads were well received and garnered positive feedback. Respondents also provided the following suggestions and information to improve the content and design of the ads.

- People in the images should convey the intended message.
- Increase racial diversity.
- Font size was consistently too small or difficult to read on the bottom of the ads.
- Font size was too large at the top of the ads and frequently blocked a large portion of the image.
- The copy text, image, and slogan messaging were often not aligned as well as respondents had hoped. For instance, respondents shared that statistics in the body copy should better match the people or messaging in each ad.
- There was confusion about the slogan (#BetterWay) because respondents felt that the messaging was contradictory; while the ads showed healthy, happy relationships, respondents were unsure whether the messaging implied that the healthy, happy relationship behaviors presented were *not* the better way.
- Other feedback included using gender-neutral pronouns and clarifying the connection between healthy relationship behaviors/protective factors and the prevention of family violence.

Final Campaign Concept

The term “family violence” refers to a broad range of violence that can occur in families, including domestic violence or intimate partner violence, child abuse, and elder abuse. These different forms of violence are strongly interconnected and share many of the same risk and protective factors.

The #BetterWay campaign focused on promoting protective factors that have been identified by the Centers for Disease Control and Prevention as having cross-cutting impact across multiple forms of violence. Specifically, these protective factors include supportive family environments, positive parenting, and nurturing relationships between youth and their caregivers.

The intent of the campaign was to promote family protective factors and increase awareness of healthy relationship behaviors. By encouraging and empowering individuals and communities to foster and maintain healthy relationships, the campaign aimed to strengthen the larger social movement to end family violence.

Media outreach efforts of the #BetterWay campaign focused on core points for two key audiences:

- **Parents and Influential Adults**—Safe and nurturing relationships between youth and their parents/caregivers can prevent child abuse and other forms of violence across the lifespan. Campaign messaging highlighted how parents and other adults play important roles in teaching youth about healthy relationships.
- **Youth and Young Adults**—Adolescence is a key developmental period when attitudes and beliefs about violence are shaped, and when the development of non-violent, respectful relationships are cultivated. Campaign advertising focused on healthy dating and relationship behaviors between youth intimate partners and peers.

The campaign’s key messages on healthy relationships are listed below:

- Trust
- Setting and Respecting Boundaries

- Fair and Kind Communication
- Conflict Resolution Skills
- Mindfulness/Check Your Emotions
- Self-Care

CAMPAIGN ACTIVITIES

Planned Campaign Activities

Beyond distribution of the campaign materials via paid advertising and social media accounts, both Waymakers and their partners were asked engaged in a number of other activities to ensure a successful campaign.

Waymakers developed two new accounts on social media (Facebook and Instagram) specifically to promote the #BetterWay campaign materials and educate community members. Waymakers also developed the campaign landing page in partnership with Rareview, which shared campaign materials, quizzes and information about healthy relationships, information about local family violence prevention agencies, and even offered a pledge visitors could sign.

If visitors chose to pledge, they were asked to provide their email address and zip code. Waymakers sent email subscribers ongoing emails with (1) educational content, (2) opportunities to join a volunteer group or youth group, and (3) local community events.

Waymakers also asked partner agencies to broaden the reach of the campaign and support campaign implementation by (1) developing creative content for the campaign and (2) sharing campaign ads and other campaign materials locally (via social media or through out of home advertising, e.g., posters).

One of the ways partners were encouraged to develop creative content for the campaign was through YourVoice. YourVoice, is an adaptation of Photovoice, which is a qualitative research method used in community-based participatory research to empower community members to identify issues in their community through photography. The YourVoice activity as it was designed for the #BetterWay Campaign, asked partner agencies to bring groups of youth, young adults, and adults together to discuss and then visualize what a healthy relationship looks like to them through pictures and videos.

Impact of COVID-19

COVID-19 impacted the #BetterWay campaign and campaign activities. Initially, the campaign was going to be conducted online and via out-of-home advertising (i.e., billboards, bus shelter ads), but given statewide stay-at-home orders it was decided that the advertising budget should be focused on online distribution (which was where the target audiences would spend most of their time).

Public health guidelines also impacted planned campaign activities that were to be implemented by partner agencies. Some activities, such as YourVoice, were designed to bring groups of people together in person. Additionally, it was hoped that partner agencies would experience an increase in volunteerism from people who viewed campaign ads and wanted to get more involved.

CAMPAIGN LAUNCH AND FINDINGS

Though it was initially planned to launch April 1 and close September 30, 2020, the #BetterWay campaign ran from late April through early October 2020. Ads produced in English were finalized in April 2020, and a sample of the ads that were distributed through the online media campaign is provided below.

I DON'T RAISE MY VOICE IN ANGER.

I KNOW THIS IS A #BETTERWAY



Children who were exposed to violence in the home were 15 times more likely to be physically and/or sexually assaulted than the national average.

Instead of turning to violence, show them a #BetterWay by creating a safe, positive home environment.

Learn more about healthy relationships and how we can end family violence at betterwaycampaign.org

#BETTERWAY

I DON'T IGNORE MY WELLBEING.

I KNOW THIS IS A #BETTERWAY



Self-care is important for all individuals, even those not in an intimate relationship. Having a healthy relationship with ourselves helps us have healthy relationships with others.

Instead of putting yourself last, take a #BetterWay by practicing self-care to feel healthy and comfortable.

Learn more about healthy relationships and how we can end family violence at betterwaycampaign.org

#BETTERWAY

WE PROBLEM SOLVE TOGETHER.

WE KNOW THIS IS A #BETTERWAY



Children exposed to domestic violence, child abuse and other trauma will suffer more illnesses and injuries throughout their lives.

Instead of blaming each other, show your children a #BetterWay by modeling healthy relationships and working together to resolve conflicts.

Learn more about healthy relationships and how we can end family violence at betterwaycampaign.org

#BETTERWAY

I DON'T LOOK THROUGH THEIR PHONE.

I KNOW THIS IS A #BETTERWAY



Nearly 1 in 10 teens in relationships report to having a partner mess with their social networking account.

Instead of checking their phone, show them a #BetterWay by working together to build a trusting relationship and having open communication.

Learn more about healthy relationships and how we can end family violence at betterwaycampaign.org

#BETTERWAY

NO TOPIC IS OFF-LIMITS.

WE KNOW THIS IS A #BETTERWAY



Teen victims of dating violence are more likely to smoke, use drugs, engage in unhealthy diet behaviors, engage in risky sexual behaviors, and attempt or commit suicide.

Instead of avoiding the topic, show your children a #BetterWay by openly discussing dating and healthy relationships without judgement.

Learn more about healthy relationships and how we can end family violence at betterwaycampaign.org

#BETTERWAY

WE MODEL HEALTHY RELATIONSHIPS.

WE KNOW THIS IS A #BETTERWAY



Children who witness intimate partner violence growing up are three times as likely as their peers to engage in violent behavior.

Instead of your children seeing violence at home, show them a #BetterWay and what a healthy relationship looks like.

Learn more about healthy relationships and how we can end family violence at betterwaycampaign.org

#BETTERWAY

In August 2020, ads in Spanish were finalized and promoted. Below is a sample of the Spanish ads that were distributed through the online media campaign.



Campaign Promotion and Engagement via Social Media

Rareview captured a number of metrics regarding campaign performance through the duration of the campaign (April to October 2020), which are highlighted/presented in tables 2–9 below. A list of key terms and their definitions for metrics collected via Google Analytics has also been provided here.

- An **Impression** is when an ad is scrolled into view.
- A **click** is when an advertisement is clicked on by a user which then redirects them to the campaign landing page. On Snapchat this is a “**Swipe up.**”
- **Users** are unduplicated individuals that visit the social media or campaign landing page.
- **CTR (Click Through Rate)** is the ratio of people who click on the ads to the number of total people who have seen the ad.
- **Reach** is the total number of unique individuals who have seen the ads.
- **Sessions** represent a single visit to your website.
- **Pageviews** represent each individual time a page on your website is loaded by a **User**. (A single *Session* can include many *Pageviews*, if a *User* navigates to any other web pages on your website without leaving.)

Month	Impressions	Clicks	CTR	Reach
April 2020	167,955	4,573	2.72%	96,417
May 2020	11,708,198	207,903	1.78%	2,118,657
June 2020	13,412,284	245,074	1.83%	2,346,495
July 2020	16,309,479	305,039	1.87%	2,570,247

August 2020	8,820,976	177,939	2.02%	1,174,271
September 2020	4,029,048	113,243	2.81%	552,743
October 2020	571,615	17,128	3%	216,253
Total/Average	55,019,555	1,070,899	1.95%	9,075,083

The number of impressions for social media pages **(55,019,555)** far surpassed established objectives (42,000,000 by September 30, 2020).

Unfortunately, the #BetterWay campaign did not meet the established objective of reaching 9,800,000 unique individuals via the social media pages (under Goal 1: Outcome 1, Objective 3). This could be attributed to the marketing strategy Waymakers and Rareview adopted early on, which focused on encouraging the same users to visit the landing site multiple times to reinforce the campaign messaging.

Table 3. Paid Facebook/Instagram Page Engagement			
Month	Page Engagement	Page Likes	Page Comments
April 2020	4,452	0	0
May 2020	193,352	2,187	232
June 2020	241,390	1,276	182
July 2020	277,402	1,656	401
August 2020	170,610	863	138
September 2020	110,160	617	94
October 2020	16,585	82	19
Total	1,013,951	6,681	1,066

The #BetterWay Facebook page has more than 6,600 likes and 6,972 followers. The campaign Instagram page has 1,058 followers. The campaign was able to more than double its established objective for the number of engagements on social media pages (500,000 established; 1,013,951 actual).

Table 4. Paid Facebook/Instagram Post Engagement			
Month	Post Engagement	Post Reactions	Post Shares
April 2020	4,452	4	3
May 2020	191,165	8,881	1,344
June 2020	240,114	7,322	1,229
July 2020	275,746	8,692	1,813

August 2020	169,747	5,507	777
September 2020	109,543	3,360	466
October 2020	16,503	556	41
Total	1,007,270	34,322	5,673

Aside from paid advertisements on Facebook and Instagram, Waymakers staff posted about campaign materials or the campaign survey 28 times on the #BetterWay Campaign Facebook pages and 10 times on their Instagram pages. Of the 10 Instagram posts, 7 are YourVoice submissions they received over the course of the campaign.

Table 5. Snapchat Post Engagement		
Month	Impressions	Swipe-Ups
April 2020	0	0
May 2020	98,438	1,046
June 2020	3,064,641	47,234
July 2020	3,645,278	46,373
August 2020	2,877,824	34,344
September 2020	2,853,316	26,151
October 2020	0	0
Total	12,539,497	155,148

Since May 2020, #BetterWay Campaign materials were promoted via Snapchat. Like other promotion methods, campaign engagement (as measured by impressions and swipe-ups/clicks), peaked in June and July.

Campaign Promotion via Google Search and Display

Campaign ads were promoted using Google Search and Display. Google Search is a search engine which allows people to learn more about or find something related to the campaign. If individuals used the right keyword(s) in their search, the campaign ad would appear in the sponsored section of the search results. Conversely, Google Display showed ads across different websites whether or not the viewers were searching for that particular item/topic.

For a number of keywords, the campaign landing page was a sponsored or top-search result. The following table lists the top key terms used when the landing page came up as a sponsored result.

Table 6. Google Search Top Keywords Used		
Search Term	Impressions	Clicks
Campaign/BetterWay	3,323	389
Signs of Abusive Relationships	2,651	224

Family Therapy	6,007	180
Domestic Violence Shelters	1,503	114
Relationship Advice	1,586	88
Domestic Violence Classes	1,948	61
Domestic Violence in California	369	36
How to leave an abusive relationship	295	31

Table 7. Google Search			
Month	Impressions	Clicks	CTR
April 2020	6,937	173	0.00%
May 2020	23,507,504	55,603	0.00%
June 2020	5,522,913	17,357	0.31%
July 2020	1,480,927	11,978	0.81%
August 2020	1,527,024	10,850	0.71%
September 2020	2,277,135	12,967	0.57%
October 2020	0	0	0.00%
Total	34,322,440	108,928	0.34%

The Google Search advertising campaign surpassed both objectives for impressions (700,000) and clicks (16,000).

Table 8. Google Display			
Month	Impressions	Clicks	CTR
April 2020	0	0	0.00%
May 2020	23,382,787	52,138	0.22%
June 2020	5,398,501	13,550	0.25%
July 2020	1,368,533	8,270	0.60%
August 2020	1,413,197	7,247	0.51%
September 2020	2,143,977	8,967	0.42%
October 2020	0	0	0.00%
Total	33,706,995	90,172	0.27%

Unlike the Google Search advertising campaign, the Google Display component of the campaign was unable to meet either objective for impressions (250,000,000) and clicks (530,000).

Campaign Landing Page Performance

Campaign advertisements on all social media and Google platforms described redirected viewers to the #BetterWay campaign landing page.

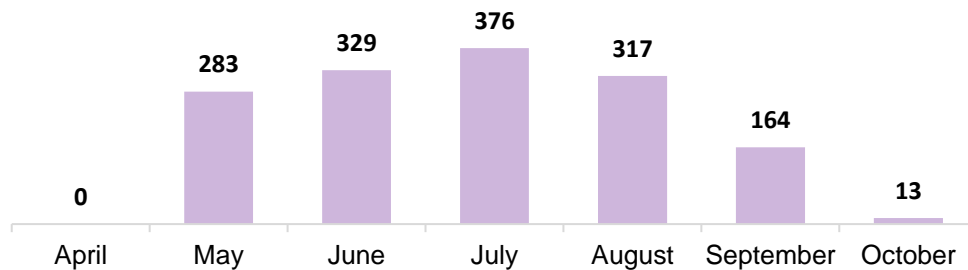
Table 9. Campaign Landing Page			
Month	Users	Sessions	Pageviews
April 2020	4,168	4,352	5,222
May 2020	158,768	243,189	267,275
June 2020	175,455	293,680	320,468
July 2020	165,744	259,473	281,046
August 2020	103,713	165,319	179,367
September 2020	76,964	113,966	122,718
October 2020	11,610	13,172	14,292
Total	696,422	1,093,151	1,190,388

Although more than 690,000 unique individuals visited the campaign landing page, Waymakers was unable to reach its established objective (750,000 users). This can be attributed to the marketing strategy which focused on encouraging the same users to visit the landing page multiple times to reinforce campaign messaging.

However, the campaign was able to surpass the number of sessions established (900,000 sessions by September 30, 2020, under Goal 1: Outcome 2, Objective 2), having more than 1,000,000 unique sessions on the campaign landing page.

On the landing page, visitors were also asked to sign a pledge to end family violence. This was another great area of campaign success: during the campaign, more than 1,400 (1,482) people signed the campaign pledge. Waymakers was able to greatly surpass its original objective of 800 pledges and, of the pledges received, over 900 users signed up to be part of the email marketing campaign. (Pledge signatures per month are shown in the figure below.) Through email marketing, Waymakers had the opportunity to promote partner events and reinforce messaging on promoting healthy relationships.

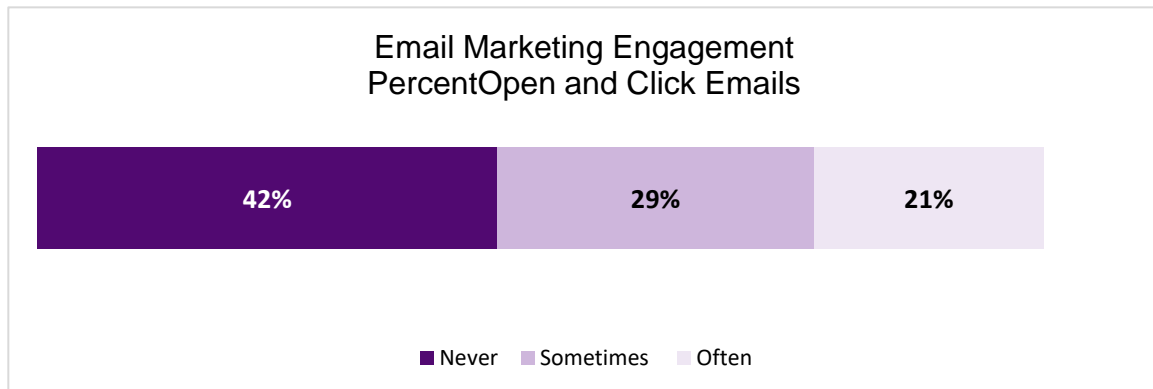
Campaign Pledges



Email Marketing Performance

Using an email marketing platform, MailChimp, Waymakers sent a total of 13 emails to pledges that indicated their interest in receiving additional campaign content over the course of the campaign. These emails covered getting involved with local organizations (n=2), virtual events hosted by partner agencies (n=4), healthy relationship skills (n=4), and partaking in the campaign survey (n=3).

More than half of pledges on the mailing list opened campaign emails *sometimes* or *often*.



Of the two emails that promoted volunteering and getting involved with local partner agencies (*Signing the Pledge* and *Take Action*), about a fifth of successfully delivered emails were opened, also known as the “open rate,” which fell just short of the established objective (25% of emails on volunteer and participant sign-ups will be opened). Yet 4% of successfully delivered emails registered at least one click, also known as the “click rate,” which surpassed the established objective for this activity (2% of successfully delivered marketing emails on volunteer and participant sign-ups will receive at least 1 click).

Of the four emails that promoted community events hosted by partner agencies, 12% of successfully delivered email were opened, which did not meet the specified objective of 25% of successfully delivered emails marketing partners’ community events will be opened. However, the click rate for the 4 community event promotion emails was 2%, which did meet the outlined objective for this activity (2% of successfully delivered marketing emails on partner agencies’ community events will receive at least 1 click).

Partner Agency Campaign Implementation and Performance

Partner agencies were asked to document new volunteer/group participant sign-ups, creative content development (i.e., YourVoice activities), and campaign distribution (both online and in the community). Of the seven partner agencies all but two were able to implement and document at least one campaign activity in their tracking logs.

Volunteerism/Group Attendance

Three agencies had new volunteers or attendees at existing groups. A total of 13 new volunteers and 72 new group attendees far exceeded the established objective of 15 individuals.

Creative Content Design

Two agencies were able to facilitate a YourVoice activity with local youth groups. These activities were completed in July and August 2020, and a total of 12 youth participated.

YourVoice activities by partner agencies did not meet established objectives. Only 2 of the 7 YourVoice groups were hosted by partner agencies. Additionally, Waymakers only received 7 of the 35 creative content/YourVoice submissions, none of which were from the activities facilitated by partner agencies.

Campaign Distribution

Four partner agencies distributed campaign materials via social media or email and one agency distributed campaign materials in the community (i.e., laundromats, grocery stores).

Only one agency distributed emails with campaign content to community members. This did not meet the established objective of each partner agency sending 2 emails containing campaign content to community members (e.g., partner organizations, program participants, volunteers, stakeholders).

Additionally, only two agencies were able to meet the objective of 16 social media posts with associated campaign content per agency.

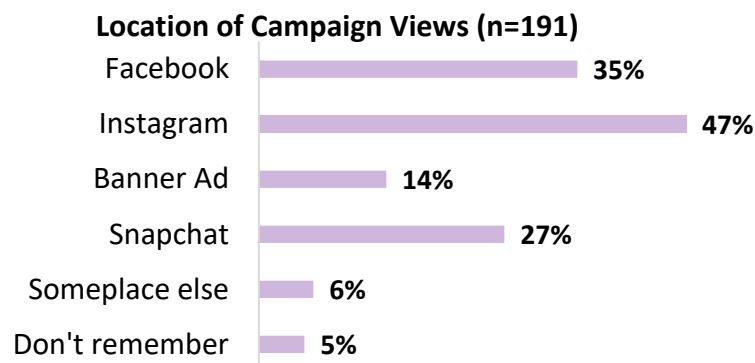
Table 10. Campaign Distribution by Partner Agencies	
Medium	Number of Posts/ Emails
Instagram	27
Facebook	10
Email	7
Other	5
Total	49

Finally, one agency was also able to distribute campaign materials (n=85) in high-traffic areas to reach marginalized communities at greater risk of intimate partner violence.

Campaign Survey Findings

From July to October 2020, the campaign survey was administered in the field. The survey was promoted via social media, on the campaign website, through emails to pledges, and via advertisements. More than 400 individuals responded to the survey; 413 were used in analysis.

Of survey respondents, nearly half (46%) had seen the campaign ads at least once before. An additional 10% were not sure if they had seen campaign materials previously and 44% had never seen the campaign before. Of people who reported having previously seen the ads (n=191), the following chart shows where these survey respondents reported viewing the ads; respondents could select more than one response option.



Respondents were most likely to have seen campaign ads on social media, particularly on Instagram.

Table 11. Campaign Call to Action Activities (n=372)	
Did seeing the #BetterWay campaign prompt you to do any of the following?	%
Click/Visit the landing page	65%
Model healthy relationship behaviors	33%
Sign a pledge	25%
Share the ad on social media	17%
Talk with your peers about healthy relationships	18%
Talk with your child about healthy relationships	15%
Talk with other youth you know/work with about healthy relationships	9%
Talk with a parent, teacher, coach, or influential adult about healthy relationships	11%
Get involved with local organizations that promote healthy relationship	9%
Attend community/virtual events around healthy relationships	4%
Plan community/virtual events promoting healthy relationships/healthy relationship behaviors	5%

As a result of viewing the campaign, respondents were most likely to visit the landing page, model healthy relationship behaviors, and sign the pledge. Respondents were least likely to get involved with local organizations or plan/attend community events.

Table 12. Increased Knowledge and Interest in Family Violence Prevention (n=394-398)				
After viewing the ad(s), ...	Strongly Agree	Agree	Disagree	Strongly Disagree
I am more aware of healthy relationship behaviors.	21%	53%	17%	9%
I am more comfortable talking about healthy relationships with others.	22%	50%	22%	6%
I better understand how healthy relationships can prevent violence such as teen dating and domestic violence.	28%	48%	16%	8%
I am now interested in learning more about healthy relationships.	39%	46%	11%	4%
I am now interested in learning more about family violence.	34%	48%	14%	4%
I am now interested in learning more about how to prevent family violence.	39%	47%	9%	5%
I am now interested in becoming involved in my community to prevent family violence.	29%	46%	19%	6%

As highlighted in the table above, the #BetterWay campaign exceeded all objectives measured by the campaign survey by 12% to 26% as follows.

Objective	Metric	Actual
Increased awareness of healthy relationship behaviors.	60%	74%
Increased comfort talking about healthy relationships with others.	60%	72%
Improved understanding of how healthy relationships can prevent violence such as teen dating and domestic violence.	60%	76%
Increased interest in learning more about healthy relationships.	60%	85%
Increased interest in learning more about family violence.	60%	82%
Increased interest in learning more about how to prevent family violence.	60%	86%
Increased interest in becoming involved in their community to prevent family violence.	60%	75%

Respondents were also asked to share their thoughts about the campaign: 110 provided comments (29 of which could not be coded/were not relevant).

The majority of respondents shared that they were hopeful/appreciative that there were efforts to educate/raise awareness (n=21) or had generally positive comments about the campaign (n=20). Additional coded responses included:

- Positive comments about the survey (n=7)
- Personal experience with family violence (n=6)
- Appreciation for the positive messaging of the campaign (n=5)
- Were looking for additional information about family violence (n=5)
- Were seeking help for family violence (n=5)

- Wanted to see increased promotion of the campaign or promote/share the campaign materials themselves (n=5)
- The campaign was educational (n=3)
- Wanted to get involved in prevention activities (n=3)
- Adherence to unhealthy relationship behaviors/beliefs (n=2)
- Constructive feedback (n=2)
- That the campaign had helped them (n=2)

I love that this campaign exists! It's so awesome that there are people out there promoting a #BetterWay!!

Campaign Survey Respondent Demographics

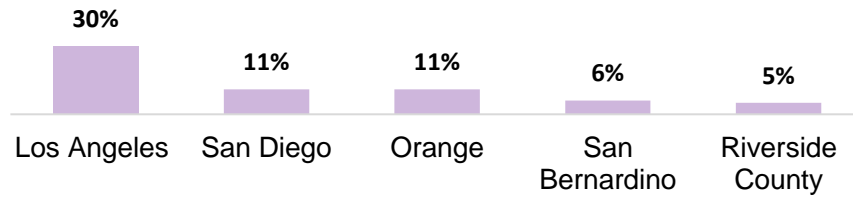
Survey respondents were also asked to provide demographic information. The majority of respondents were white and female, but nearly a quarter (22%) identified as LGBTQ+.

Demographic	%
Race*	(n=314)
Asian	13%
Black/African American	9%
Hispanic	34%
Native American/Alaska Native	4%
White	48%
Multi-Racial	8%
Age	(n=321)
10–18	12%
19–25	21%
26–55	56%
56+	11%
Gender Identity*	(n=316)
Female	67%
Male	31%
Transgender	4%
Genderqueer	2%

*Percentages exceed 100% because respondents could select more than one response option

Top 5 Counties of Residence

(n=314)



CAMPAIGN SUSTAINABILITY

Waymakers has planned a number of sustainability strategies to ensure longevity of the family violence prevention campaign messaging even after the primary campaign has ended.

Waymakers initially proposed a sustainability plan that included distributing a Public Health Campaign Toolkit previously developed as part of Waymakers' Orange County Health and Domestic Violence campaign, linking social media pages with those of partner organizations, and scheduling social media posts about the family violence prevention campaign for a year after the grant cycle ended.

Current and Future Sustainability Plans

Initial sustainability activities were amended and new ones were developed as a result of both unspent funds and lessons learned from the campaign. Waymakers' final sustainability strategies are described below.

- **Public Health Campaign Toolkit.** Waymakers will distribute additional materials to accompany a previously developed Public Health Campaign Toolkit. Additional materials, developed throughout the family violence prevention campaign, have also been valuable tools in the implementation and evaluation of the statewide media campaign, and include Formative Research Summary, #BetterWay Campaign Implementation Toolkit, YourVoice Activity Toolkit, and the Final Evaluation Report. Combined, these toolkits will provide a great framework for partner organizations to use when they consider implementing a media campaign, and the evaluation report will provide valuable lessons learned and recommendations from the #BetterWay Campaign.
- **Social Media Pages.** Due to many obstacles faced when working with partner organizations to promote the #BetterWay campaign, Waymakers was unable to link the #BetterWay campaign media pages with those of partner organizations. Waymakers will instead keep the campaign Facebook page sustained by dedicating management of this page to an existing staff member who currently manages the Waymakers Sexual Assault Victims Advocate social media pages. This will allow for tailored social media posts, which will have a stronger impact than scheduling generic social media posts ahead of time. Based on the performance of the campaign's Instagram page, Waymakers plans to phase out the page and will focus efforts on maintaining and updating the Facebook page with its nearly 7,000 followers.
- **Campaign Landing Page.** After the campaign ended, Waymakers contracted with Rareview to host and maintain the campaign landing page for an additional year (October 2020–October 2021). Rareview will provide these services at a non-profit rate and will work to ensure that the website continues to function properly. By keeping the campaign landing page live, Waymakers hopes to continue to spread awareness of healthy relationships, and to connect community members to local partner organizations.
- **Out of Home Advertising.** Waymakers is working with three of the partner agencies (Community Resource Center, Stand Strong, and Center for Community Solutions) to promote their services and drive community members to their organizations through an

out-of-home advertising campaign in their respective geographic regions. This campaign will be funded through unspent funds that the #BetterWay campaign accumulated during the two-year grant period. Rareview will develop ads and manage the out of home advertising.

LESSONS LEARNED AND RECOMMENDATIONS

Identified below are key lessons learned and resultant recommendations from the #BetterWay campaign. Recommendations were developed with other organizations who may be looking to implement a similar project in the future in mind.

Four primary lessons learned were identified during the #BetterWay campaign development and implementation.

- **Partner Agency Engagement.** It was difficult to keep partner agencies engaged through the entirety of the two-year grant. Partners had initially been very invested in collecting formative research data, participating in interviews, helping coordinate and facilitate focus groups with community members, and even completing/distributing the pilot survey. But partner engagement had begun to dwindle before the campaign had even launched and COVID only added to this through staff turnover, stay at home mandates, and increased workloads for partner agencies. By the end of the campaign, partners were unresponsive to email correspondence and were slow to complete and submit tracking logs. Overall, their assistance with campaign implementation was substantially less than expected with some partners failing to participate at all (e.g. post campaign content on social media).
 - **Recommendations.** To improve and maintain partner engagement it is recommended that expectations and a meeting infrastructure are established at the beginning of the relationship. A meeting infrastructure should include video conferencing software and opportunities for other partners to meet one another. Finally, frequent (bi-weekly) email correspondence about campaign progress could have helped maintain partner interest.
- **Marketing Materials Development.** Once the campaign started project staff noticed that it was difficult to maintain the consistent pace required to develop marketing materials (i.e. emails to pledges and social media posts) on a frequent basis (e.g. weekly).
 - **Recommendations.** It is recommended that project staff develop marketing materials prior to campaign launch or early on and schedule them to be sent automatically for both email subscribers and social media accounts.
- **Survey Administration.** As stated in the limitations section, there were challenges reaching established goals about the desired number of survey responses. The campaign survey launch was delayed for more than two months, and the Spanish version of the survey was delayed even further. Additionally, initial placement and promotion of the survey were ineffective (i.e. Google ads) and it was not until the survey was promoted on the campaign's social media and landing page that people started completing the survey. Even then, responses slowed considerably, and the final 150 responses were purchased through our survey platform.
 - **Recommendations.** To improve survey response rates, it is recommended that the survey launch with the campaign to capture early interest. The survey should also be promoted widely, on various platforms from the start. The final recommendation ties into the next lesson learned which is to have campaign survey available in more than two languages (English and Spanish) given the diversity of California and that statewide there are 10 additional identified threshold languages.

- **Cultural & Linguistic Competency.** Again, as stated in the limitations section, only about 75% of respondents completed the demographic portion of the campaign survey so it is unknown how representative the sample would be for a statewide campaign but, until additional responses were paid for, the sample was skewed heavily toward white women. Additionally, only five surveys were completed in Spanish. Poor sample diversity could be attributed in part to the late launch of the Spanish survey and the campaign distribution methods but also the lack of linguistic competency in campaign materials. Campaign materials were only developed in English and Spanish, as was the survey, but there are 10 additional threshold languages statewide and in counties like Los Angeles, where 30% of survey respondents indicated living, more than half of its residents speak a language other than English.
 - **Recommendations.** To improve the cultural and linguistic competency of campaign materials it is recommended that campaign materials be available in more languages.

Overall, the #BetterWay Campaign reached millions of people across the state, making a difference in their lives by teaching them about healthy relationships and connecting them to local providers and resources in their area.