Meaningful Access:
Providing Comprehensive Domestic Violence & Sexual Assault Services to Linn & Benton Counties

Dr. Dwaine Plaza’s
Sociology 519 Research Methods Class
Oregon State University, Spring 2013
Presented: June 11, 2013
Presentation Agenda

• Welcome
• Introduction & Purpose of Research
• Geographic Information Systems (GIS)
• Community Survey
• Religious & Faith-Based Community Survey
• CARDV Volunteer & Staff Survey
• Focus Groups
• Stakeholder Interviews
• Website & Content Analysis
• Findings & Recommendations
• Questions
• Closing
Introduction & Purpose of Research

CARDV Mission

- The mission of the Center Against Rape and Domestic Violence is two-fold:
  - To provide services and support to those affected by sexual and domestic violence, and
  - To provide education and leadership within the community to change the societal conditions that cultivate these forms of violence.

- 31 years of service in Linn and Benton Counties
- 2 offices and shelters in Corvallis
- 13 full time staff
Purpose of Research

• Determine awareness and perceptions of CARDV

• Determine potential strategies to improve outreach and services

• Identify best practices for helping survivors in underserved populations
Geographic Information Systems
Methods, *Geographic Information Systems*

- Geographic Information Systems (GIS):
  - Tool used to analyze spatial data over a given geographic region

- Helps visualize risk factors for domestic violence in Linn and Benton counties

- Attempted to identify areas at high risk for domestic violence that are underrepresented in CARDV’s existing clientele
Methods, cont., *Geographic Information Systems*

- Risk factors of IPV were sourced from the U.S. Bureau of Justice Statistics’ report “Intimate Partner Violence, 1993-2010” (Catalano, 2012)

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Low risk (0)</th>
<th>Medium risk (1)</th>
<th>High risk (2)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sex</strong></td>
<td>Percent female below 52%</td>
<td>Percent female 52% or above</td>
<td>-</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td>Median female age above 34</td>
<td>-</td>
<td>Median female age 34 or below</td>
</tr>
<tr>
<td><strong>Household composition</strong></td>
<td>All remaining</td>
<td>Percent of households with one female adult one standard deviation above the mean</td>
<td>Percent of households with one female adult with children one standard deviation above the mean</td>
</tr>
<tr>
<td><strong>Unemployment</strong></td>
<td>&lt; 8%</td>
<td>8% to 15%</td>
<td>&gt; 15%</td>
</tr>
</tbody>
</table>
Data Analysis, *Geographic Information Systems*

- Demographic Maps…

Risk Factors for Intimate Partner Violence

- Unemployment
- Household Composition
- Age
- Sex
Spatial Analysis of IPV, Linn & Benton Counties

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Spatial Analysis of IPV, Linn & Benton Counties

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Community Survey
Methods, Community Survey

• Cross-sectional, 15-question survey tool, online and on-site paper form

• Given at varying public spaces throughout Linn and Benton counties

• Administered on multiple dates and times in attempt to reach diverse, representative survey pool

• 303 total respondents
Data Analysis, *Community Survey*

- Survey response rates...
  - By percent of sample in each zip code
  - By percent of population by zip code
Data Analysis, cont., Community Survey

- Survey respondent demographics:
  - 74% of respondents self-identified as White
  - 61% of surveys collected from urban respondents
  - 39% of surveys collected from rural respondents
  - 33% of surveys collected on OSU campus
  - 63% female; 36% male; 1% preferred not to identify gender
Data Analysis, cont., Community Survey

- Awareness of CARDV:
  - Rural vs. urban awareness was nearly the same—68% vs. 65%
  - Female vs. male—74% vs. 52%
  - 67% of OSU respondents knew of CARDV

- Awareness of services:
  - Hotline and website were services most known
  - Urban respondents more aware of local services, peer counseling, and transportation than rural counterparts
Data Analysis, cont., Community Survey

• Barriers to access:
  • Fear named as main barrier by all groups
  • Second most common response was lack of awareness
  • Female v. male—fear of consequences was most common response for females (39%), while males (34%) most commonly mentioned lack of awareness
Data Analysis, cont., Community Survey

• Finding information:
  • Respondents regardless of demographic categories (gender, race, age, location) overwhelmingly cited internet as the place they would look to find out more about CARDV
  • Phone book or directory was second most common response (more common response for rural residents)
Religious & Faith-Based Community Survey
Methods, Religious & Faith-Based Community Survey

• Identified 223 religious communities in Linn and Benton counties; able to obtain online contact information for 127

• Online survey sent to lead officiant at each congregation
Data Analysis, Religious & Faith-Based Community Survey

• Sample included diverse cross-section of religions in both urban (54.5%) and rural (45.5%)

• Response rate: 38.6% (49 respondents); 21.9% of total religious institutions

• 78% knew of CARDV (68.5% of males, 100% of females)—higher than general population

• 78% of urban congregation leaders and 75% of rural congregation leaders knew of CARDV
Data Analysis, cont., Religious & Faith-Based Community Survey

![Bar chart showing data analysis results for various community services, comparing urban and rural areas.](chart.png)

- Urban (33)
- Rural (12)
Data Analysis, cont., Religious & Faith-Based Community Survey

• Highest area of collective knowledge:
  • “Traditional” services (i.e. shelter and hotline)

• Vast gaps between rural and urban knowledge of specific services; other results were similar to overall population

• Less need for “name recognition;” more outreach regarding specific information and partnership opportunities

• Positive respondent feedback, high response rate, and high knowledge of CARDV indicate high level of interest in addressing these issues with communities
CARDV Volunteer & Staff Survey
**Methods, CARDV Volunteer & Staff Survey**

- Qualitative online survey sent via CARDV’s volunteer coordinator
- 17 total responses
Data Analysis, CARDV Volunteer & Staff Survey

• Organization does a great job with limited resources
• Client-focused
• Positive work
Data Analysis, cont., CARDV Volunteer & Staff Survey

• Areas for improvement:
  • Fundraising strategies; addition of staff position
  • More accessible hotline services
  • Prevention, outreach, and awareness services
  • Staff advocacy training
  • Relationships with partner organizations
Focus Groups
**Methods, Focus Groups**

- **Sample:**
  - Latinas (Casa Latina)
  - OSU undergraduates
  - Homeless women (Community Outreach, Inc.)

- **Collection of data:**
  - Predetermined set of themes and questions
  - Languages and cultural norms
Data Analysis, *Focus Groups*

- Awareness:
  - Lack of familiarity of CARDV and its services
  - Different levels of awareness within each group
  - Students lacked knowledge to make referrals
  - Latinas only know of CARDV because of location in South Corvallis
  - Homeless women were often referred by family member, but only know of the 24-hour hotline, advocacy, and shelter
Data Analysis, cont., Focus Groups

• Barriers to access:
  • Latinas and the immigrant population
  • Fear, vulnerability, and social stigma

• Underserved populations:
  • Undocumented Latina residents
  • Homeless women with children
  • Male students and incoming freshmen
Stakeholder Interviews
Methods, *Stakeholder Interviews*

- 23 Community Stakeholders from CARDV, local organizations, OSU, law enforcement, and government agencies identified

- Predetermined question script
Data Analysis, Stakeholder Interviews

- Identified themes:
  - Role of CARDV in the community
  - Awareness of CARDV
  - Organizational strengths
  - Barriers to providing or accessing services
  - Underserved populations
  - Recommendations to improve outreach and services
Data Analysis, cont., Stakeholder Interviews

• Role of CARDV in the community:
  • 19 community stakeholders described CARDV as vital, phenomenal, or necessary

• Awareness of CARDV:
  • General lack of awareness outside of Corvallis and among specific groups
  • Many community stakeholders were not aware of current services
Data Analysis, cont., Stakeholder Interviews

• Organizational strengths:
  • Survivor-focused
  • Confidentiality standards, centralization, and range of services

• Barriers to providing/accessing services:
  • Transportation, fear, deportation, embarrassment, language, lack of childcare, CARDV’s funding, lack of full-time mental health professional
Data Analysis, cont., Stakeholder Interviews

• Underserved populations:
  • Rural residents, Spanish speakers, immigrants, men, and children

• Recommendations to improve outreach and services:
  • New marketing approach
  • Face-to-face Interaction, additional crisis lines, improved community visibility
  • Physical presence in Linn County
  • Collaboration and Communication
Website & Content Analysis
Methods, Website & Content Analysis

• In-class focus group looking at search engine results, website usability, and social networking presence

• Gathering best practices from other IPV organization website

• Independent search engine optimization (SEO) analysis best practices report

• Social media gap analysis

• Exploration of new technologies for the future
Data Analysis, Website & Content Analysis

• Balancing act: brief, yet comprehensive

• Site structure sometimes difficult to navigate
  • Information for different audiences can be difficult to find

• Client information is both intimidating and in need of further detail

• Specific information for community partners is difficult to find

• Best practice highlights:
  • Spanish version, ‘escape’ button prominence
Data Analysis, cont., Website & Content Analysis

• SEO: frequent updates, conversational tone

• Fully embrace social media, disseminate information, engage in brand-building, spark community conversation

• Consider new technology, such as Skype for crisis counseling or Smartphone apps as safety tools
Findings & Recommendations
Findings & Recommendations

• Focus on Linn County and explore permanent physical presence in Albany
  • ‘Perfect storm’

• Awareness of CARDV’s existence, but not of its services
  • Utilize schools, churches, and community events in rural areas to maximize interaction with community

• Community stakeholders and partners want more widely available training and literature

• Streamline website, update often, and improve user-friendliness
  • Effective tool to reach distant and underserved populations
Questions?
Thank you!